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industrial directories

By

HUGH BRITTON, Chairman

and the

INDUSTRIAL DIRECTORIES COMMITTEE

Raymond Burrows
Carborundum Company

James Dowd
Cresap, McCormick & Paget

James A. Francis
Caterpillar Tractor Company

Jay M. Gould
Sales Management

James L. Hutchison
International Paper Company

Gerald A. Koetting
Lincoln Engineering Company

Harry Leopold, Jr.
John A. Roebling's Sons Corp.

George F. MacKenzie
American Institute for Business
Research

G. E. Nelson
U. S. Steel Corp.

S. V. Reiss (Deceased)
Graybar Electric Company

Truman Young
Walter Kidde & Co., Inc.



Published by

AMERICAN MARKETING ASSOCIATION

27 East Monroe Street, Chicago 3, Illinois

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foreword

Late in 1959, the Industrial Directories Committee was appointed by the industrial section of the American Marketing Association. The committee consisted of:

Hugh Britton, Chairman McGraw-Hill Publishing Company	Gerald A. Koetting Lincoln Engineering Company
Raymond Burrows, Vice Chairman Carborundum Company	Harry Leopold, Jr. John A. Roeblings' Sons Corporation
James Dowd Cresap, McCormick & Paget	George F. MacKenzie American Institute for Business Research
James A. Francis Caterpillar Tractor Company	G. E. Nelson United States Steel Corporation
Jay M. Gould Sales Management	S. V. Reiss (DECEASED) Graybar Electric Company
James L. Hutchison International Paper Company	Truman Young Walter Kidde & Company, Incorporated

The basic purposes of this committee were three:

1. To study existing directories used by industrial marketers —their content, format, methods of compilation.
2. To publicize for the benefit of practitioners, the results of this study.
3. To suggest ways in which directories can be made more useful tools for the industrial market researcher.

The results of the first study completed by this committee, "An Investigation of State Industrial Directories," have now become available. These results are evidence of the need both for this and for future studies by the committee.

Accurate, complete and current information about the indus-

trial characteristics of areas to be studied is essential to meaningful marketing research. A directory which can be used with confidence is a primary tool for any state in developing more industry and more employment within its borders. The information in this directory will be kept current in the "Marketing Articles in Reviews" Section of the *Journal of Marketing*.

The Association is deeply grateful to Hugh Britton and his able Committee for this contribution to our publication list. Its value will undoubtedly reach beyond its usefulness as a reference piece. If its constructive suggestions for directory improvement are implemented by publishers, the effectiveness of this source of valuable marketing information will have been enhanced many-fold.

Donald R. Longman,
President, 1962-63

April, 1963

preface

The purpose of this study is to present facts about state industrial directories. These facts fall into three general areas:

1. What do users of directories know about the directories they use, or that are available for their use?
2. What do publishers tell the prospective user about the directories they publish?
3. How are directories actually compiled, and what do they contain?

In those few cases (i.e. Maine, New Hampshire) where two directories are published, one governmental and another by a private organization, that published by the government department has been chosen for analysis.

The data included in this publication will be useful to the industrial marketer in a number of ways. This publication will

- ... give information about available directories: who publishes them, how much they cost, how often they are published.
- ... tell the present user more about the directories he is now using, leading to a better evaluation of results obtained.
- ... provide a preview of directories which may be considered for use, indicating the results which may be expected.

For the publisher it will provide a yardstick for comparison, and suggestions which may lead to better, more helpful directories in the future.

Hugh Britton, Chairman
Industrial Directories Committee

April, 1963

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PART I

AN INVESTIGATION OF STATE INDUSTRIAL DIRECTORIES

In the spring of 1961 the Industrial Directories Committee, organized within the Industrial Marketing Section of the American Marketing Association, as a first move in its program, mailed a questionnaire to 2,380 members of the AMA to find out what directories they use, the purposes for which they use them, and what they think about them. 1,053 questionnaires were returned, or about 45%.

As is to be expected, the broad range of market interests represented within AMA resulted in the naming of many specialized industry directories, some being mentioned only a few times and others often. The most common class of directories mentioned were state industrial directories with one or more being used by 65% of the 815 respondents who used any directories in their work.

Area of Ignorance.—Responses from AMA members indicated considerable lack of information about the existence of individual directories or, even when this was known, ignorance of the publishing schedule of these directories. For example, one respondent, the representative of a major newspaper chain, indicated that he had used no state directories but stated, "However, if manufacturing directories were available for Tennessee, Missouri, Arkansas, and Kansas we might be able to make excellent use of them." A major bank in Atlanta said, "We could use a directory to show companies operating in Georgia." All of these states named have directories.

A number of research men who use state directories are using outdated ones. The response from one large company, after indicating high regard for the directory published by the state of Ohio, commented, "However, I believe the Ohio directory was not issued between 1956 and 1960." This state publishes an annual directory. Another manufacturer sent to the Committee a list of 23 directories included in the company's library. Of these, only five were the most up-to-date editions. In some other cases, three or more editions had been published since the one currently being used.

It is evident, therefore, that many people now use state directories for marketing research purposes, that many more could profitably use them, and that many who do use them are insufficiently informed even about the ones they do use.

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A tabulation of the state directories being used would lack meaning since the geographic interest of the respondents differs so widely. Every state was mentioned by one or more respondents and some of the highly industrialized states were mentioned by many. The opinions expressed about the value of individual directories varied greatly. About 90% of the people who have used the Texas directory consider it good, as do 80% of those using the Ohio directory. On the other hand, 80% of those using the Pennsylvania directory do not like it. Even among users of these three directories, however, the disagreement about value is violent. For example, one company mentions Pennsylvania as having "a superior state directory of industries," while another says, "The Pennsylvania directory is the poorest of the lot. To be able to use it you have to already have the information you are seeking. It's like an encyclopedia being indexed by answers instead of subjects."

The replies to the committee questionnaire included many helpful comments which indicate the kind of directories that are most useful to most people engaged in marketing research. These comments have helped to form the thinking of the Committee in developing its suggestions for standardization of format and content.

How State Directories Are Used—From the mass of comments received, certain uses of directories emerge as most important. The first and most widely mentioned is, of course, finding potential customers. In addition to this, some of the uses mentioned are:

1. To choose the areas worthy of intensive investigation for location of new facilities.
2. To choose the location for new warehouses or sales outlets.
3. To determine availability of subcontractors or service organizations needed by a manufacturer.

From the frequency with which these factors are mentioned it is obvious that a comprehensive, accurate, and current state directory can be a very important factor in drawing new business and employment to any locality.

Method of Investigation—Having determined that state industrial directories should be the first project of the Committee, a program was set up to obtain needed information about them.

First, each current directory was reviewed and a brief résumé of its content prepared. Second, the publisher of each directory—whether a state department, a business association or a private publisher—received a questionnaire intended to develop facts about that publisher's method of operation. Third, a letter was written to the

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Director of Employment Security in each of the 50 states to find out whether, under state law and the rules of his department, it is possible to use Employment Security records to aid in building an industrial directory. Fourth, a letter was sent to the Governor of each state which had not produced a new directory since 1958, to find out that state's future plans.

What Present Directories Tell and Do Not Tell—The first phase of this investigation proved without question the need for a program leading toward standardization. Rarely are two directories arranged in exactly the same way. The number of directories which really tell, in their introductory material, what the user may expect to find are few indeed. For the research man each directory is a new adventure and generally not a very amusing one.

One great lack of almost all directories is the omission of information about the source of the list used and the methods, if any, of qualifying the plants about which information is published. Time after time, one finds wording like this: "We gratefully acknowledge the assistance of Chambers of Commerce and other business organizations; of mayors, postmasters, county clerks; of State Departments; and most of all, of the manufacturers in the State who have given us information." Nothing is said, in a great majority of cases to indicate what part the information comes directly from the companies listed, what part of it was furnished by others or what part was simply picked up from the previous edition because no newer information was available.

Content—The amount of information given by each publisher about the manufacturing plants in the state also varies from directory to directory. There are cases in which the most elementary data are missing. There are directories in which the name of the plant is given with no street address, and this in cities of several hundred thousand population. There are directories which make no distinction between office address and plant address. Every conceivable kind of code to indicate employment is used, with some directories giving actual number of male and female employees separately while others have very broad groupings in which all plants having from one to 50 employees will be indicated by a single code.

Format—Some directories list all plants in alphabetic order, some in order by city, some in order by city within county. Still other directories use product as the major criterion in listing plants with any one of the above as a secondary criterion. A few of the directories seem to attempt to conceal rather than reveal information about the plants covered. There will be found instances in which it

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is necessary to check three different sections in order to obtain full information about any manufacturing plant—product information given in one section, employment in another, and address in still another.

Product information, too, is presented in a variety of ways. Thirty-three states presently use the Standard Industrial Classification, with more or less detail, to define product. These states are listed in Table I. It will be noted that five states still use the 1945 SIC manual as the basis for applying industry numbers. This can be extremely confusing since that fact is not stated and only a careful examination will reveal it.

Table I
DIRECTORIES USING SIC

Alabama	New Jersey
Arkansas	New York (1945)
California	North Carolina
Colorado	North Dakota (1945)
Connecticut	Ohio
Idaho	Oklahoma
Illinois	Oregon
Iowa	Pennsylvania
Kansas	Rhode Island (1945)
Kentucky	South Dakota (1945)
Louisiana	Tennessee
Massachusetts	Texas
Minnesota	Utah
Mississippi	Virginia
Missouri	Washington (1945)
Nebraska	West Virginia
New Mexico	

Table I—The above states use SIC, in a variety of ways and in more or less detail, to define products listed.

What Publishers Say—The necessity for this investigation having been so amply demonstrated, the Committee proceeded to mail the questionnaires and letters mentioned above. Response was gratifying, with information coming in from every state. These replies provide data never before available in organized form. They reveal, for example, that Employment Security records serve as the basic list for 14 of the state directories. In some cases these records furnish all of the information published; in other cases the Department of Employment Security supplies only the name and address of the manu-

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facturing plant to the data-gathering agencies, leaving it up to them to collect employment and product information. In contrast to this, a number of states advise that Employment Security data cannot be used because of provisions in state law, and one says that such use is contrary to Federal law as well.

In addition to these 14 states, there are four which have mandatory reporting procedures and base their directories on these mandatory reports. (Table II) In every other case, the directory publisher is forced to fall back on newspaper reports of the establishment of new plants, reports from local sources, etc., in order to discover what plants exist in the state before he can do anything to find out what they make or how big they are. Even in those cases where reporting is mandatory, omissions are notable.

Table II
WHERE LIST ORIGINATES

Fourteen states use Employment Security records as the basic list for identifying manufacturers.

Alabama	Mississippi
Alaska	Montana
Arizona	New York
Arkansas	Rhode Island
Colorado	Utah
Kentucky	Vermont
Louisiana	Washington

Four states have mandatory reporting procedures

Connecticut
Maine
Ohio
Pennsylvania

All other state directories build basic lists from information gathered from local business or civic groups, examination of telephone books, other directories, newspaper reports, etc.

This may help to explain the wide variance between the number of manufacturers listed in some directories and the number of manufacturing establishments reported by the 1958 U. S. Census of Manufacture for the same state. Twelve states (listed in Table III) report the total number of manufacturers listed in their directories. As will be seen, the range is from an almost exact match in the case of Oregon, to the outstanding examples of New Mexico which reports almost 71% more plants than the Census, and Kansas which

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is a close second with nearly 61%. On the other side, Louisiana lists almost 36% fewer plants than the Census counts.

Table III
HOW COMPLETE ARE DIRECTORIES?

		Manufacturers Reported by	1958 Census	Diff. (%)
	Directory			
Arizona	- - - -	870	1150	-24.4
Arkansas	- - - -	3200	2571	+24.5
Florida	- - - -	8000	6305	+26.9
Kansas	- - - -	3677	2287	+60.8
Louisiana	- - - -	2005	3127	-35.9
Michigan	- - - -	18000	13432	+34.0
New Mexico	- - - -	1135	665	+70.7
New York	- - - -	45000	48524	-7.3
North Carolina	- - - -	5400	7289	-26.0
Ohio	- - - -	12319	14434	-14.7
Oregon	- - - -	5000	5025	-0.5
Washington	- - - -	4500	5065	-11.2

Table III—Twelve state directories report number of manufacturing establishments listed. Table shows variations between numbers reported in the directory and in the 1958 U. S. Census of Manufacturers.

Another cause of the variation in numbers is the fact that not all states follow the definition of manufacturing used by the Bureau of the Budget in choosing the companies to be listed. In a number of cases, it will be found that establishments which should be classified outside manufacturing are included as manufacturers. Examples are seed processors, chick hatcheries, motion picture studios, ore concentrating plants, etc.

How Publishers Gather Information—All except nine of the 47 states which publish directories make some effort to obtain, from the manufacturing plants in their states, information about the products produced and the size of those plants. The nine which do not obtain all their information from secondary sources—Chambers of Commerce, banks, local postmaster, political officials, etc.

Those states which do attempt to develop direct information have unequal success in doing so. Thirty-one states (Table IV) provided to the Committee estimates of response to questionnaires mailed prior to publication of the current edition. These estimates ranged from 100% (Pennsylvania) to 30% (Montana). Further, publishers

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have differing policies concerning those firms which do not respond. Some, like Ohio, Virginia, and Wisconsin, omit non-respondents, while others continue to list such plants, sometimes for several editions, without confirmation. To further complicate matters for the user, most publishers make no attempt to identify those plants from which no new information has been received.

Table IV

WHAT PUBLISHERS SAY ABOUT QUESTIONNAIRE RESULTS

State	% Response Claimed	Treatment of Non-Response	
		Include	Exclude
Alabama	75	x	
Arkansas	95	x	x
California	80	x	
Florida	99		x
Illinois	76	?	?
Iowa	75		x
Kansas	53	x	
Kentucky	83		x
Louisiana	85		x
Maine	96		x
Massachusetts	90	x	
Michigan	60	x	
Minnesota	90	x	x
Mississippi	50		?
Missouri	77	x	
Montana	30	x	
Nebraska	85	x	
New Hampshire	95	x	x
New Mexico	75	?	?
New York	65	x	
North Carolina	95		x
Ohio	97.5		x
Oklahoma	75	x	x
Oregon	60	x	x
Pennsylvania	100		
Rhode Island	90	?	?
Tennessee	75	x	
Texas	87	x	
Virginia	90		x
Washington	80	x	
Wisconsin	85		x

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Table IV—Thirty-one publishers reported response to questionnaires mailed in preparation for current edition. Many indicated policy for handling problem of non-response.

Missing States—The only state of the Union which has not published a directory listing manufacturing plants is Hawaii, which has no present plans for publication. In addition, however, there are several states whose directories are so out-of-date as to be almost useless. The last edition of the directory for the following states was published in 1958 or before: Indiana, Missouri, Montana, New York. The first three do plan to publish directories in the future, but New York, at present, has no such plans.

The Real Story—The meat of the information garnered by the Committee's investigation will be found in the reports describing individual directories following page 12. These reports cover the current situation in each state; describe the latest edition of each directory available December 31, 1961; give information about plans for changes in content, format and frequency.

These reports will help the present user of a directory more clearly evaluate the results he has or may obtain. They will serve as a guide for the prospective user in deciding whether expected results warrant expenditure of the money and time needed to obtain and use a particular directory. And they will, it is hoped, spur directory publishers to do a better job, and users to insist on improvement where it is needed.

What Should Be Done—Obviously, not every state has either the money or the facilities to produce the ideal directory. Some directories published by organizations not part of state governments cannot have access to records which may be available to departments of those governments.

Certain things each publisher can do, however, and the user has a right to expect that he will. Such things include:

- 1) Give the facts about the directory—where and how the list is obtained, whether information comes directly from the firms listed, when the data were collected, percentage of response.
- 2) Identify those plants about which new information was not received for the current edition.
- 3) Provide sufficient information about each listed firm to allow intelligent use—some meaningful measure of size; a reasonable product identification; and a street address if that is needed for mail delivery.

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These simple things seem not unreasonable but not a single directory presently published does all of them.

The Committee's recommended standards, "What Makes a State Directory Good," set forth the factors which should be considered in preparation of a directory. They make it possible for any publisher—however restricted the budget, however small or large the state—to produce a directory which marketers can use with confidence.

WHAT MAKES A STATE DIRECTORY GOOD

To allow intelligent use, a state directory of industry should provide for the user certain minimum data. The Committee's suggestions for this minimum information are given below.

Explanatory Material—Every directory should contain sufficient information about its content to enable the user to know what he has to use. These questions should be answered:

- 1) What are the areas of business which the directory intends to cover? Is it a directory of manufacturing plants only? If it is, is it the intent that all manufacturing plants be included, or is there a lower limit in size? Are other business areas included in the directory? If so, which ones?
- 2) Are the addresses given those of the production facilities of the firms listed? If home or district addresses are included, are these identified?
- 3) What is the source of the basic list? Does it come from a government source or is it built by the publisher? If the latter, how is it built?
- 4) Is the information published obtained from the firms listed or from other sources? If it does come from other sources, what are they?
- 5) What part of the information was gathered from each source? What part of the published data is new and what part repeated from former editions because new data are lacking?
- 6) What is the period during which information was gathered?

Content of Listings—The following information should be included in at least one section of the directory:

- 1) Name of Company, plant address and mailing address if it differs from plant location. In cities covered by the postal zone system, the zone should always be included as part of the address.
- 2) A verbal description of the products produced by each plant.

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3) An indication of the number of employees in each plant. If actual number cannot be published, the following groups used by the U. S. Census of Manufactures should be employed:

1) 1- 4 employees	6) 100- 249 employees
2) 5- 9 employees	7) 250- 499 employees
3) 10-19 employees	8) 500- 999 employees
4) 20-49 employees	9) 1000-2499 employees
5) 50-99 employees	10) 2500 employees or more

If necessary, any two of these groups may be combined.

4) Identification by asterisk or other symbol of any listing which does not result from new information gathered for the current edition.

Arrangement—Listings should be arranged alphabetically or alphabetically within recognized geographic sub-divisions—counties or cities. If other than alphabetical arrangement is used, an alphabetical index should be included.

WHAT MAKES A DIRECTORY BETTER

Explanatory Material—Many additional refinements can be of help to the user to better evaluate a directory and thus use it with more confidence. For example:

- 1) A statistical tabulation showing the number of manufacturing plants in the state by county.
- 2) A statistical tabulation grouping plants by major industry category.
- 3) Full information about questionnairing methods used, including a copy of the questionnaire.
- 4) A discussion of the publisher's policy regarding inclusion or exclusion of plants which do not reply to questionnaires, together with an estimate of the number of plants included though response is lacking and of those excluded because information could not be obtained.

Content of Listings

- 1) Address of home office, if different from the plant address.
- 2) Names of subsidiaries, if any.
- 3) Cross-references to city location of other plants of the same company in this or other states.
- 4) Standard Industrial Classifications of products manufactured in addition to verbal description.
- 5) Names of officials, including at least those in charge of management, purchasing and sales.

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Arrangement—The ideal directory would consist of three basic sections each containing sufficient information about the firm to allow use without need of consulting other sections. If financial or other limitations prevent use of such complete detail, provision for cross-referencing to the primary section which does have all the information should be made as simple as possible. The ideal arrangement is illustrated below.

SECTION I - ALPHABETICAL

ABC CORP.
445 MAIN STREET
NEWARK (ESSEX CO.) N.J.
SIC 3621, 3613, 3564

PRODUCTS MANUFACTURED: ELECTRIC MOTORS, AC SINGLE & POLYPHASE 1-20 HP
SHADED POLE 1/20 to 1/ HP
ELECTRICAL MEASURING INSTRUMENTS
VENTILATING FANS, EXHAUST FANS, ATTIC FANS

Pres.: JOHN ROE; V.P. Mfg.: J. P. COE; V.P. Sales: R. W. SMITH;
Mfg. Mgr.: W. R. DENTON; Purch. Agent.: I. P. CASH
NO. EMPLOYEES: 345 - E

BCD COMPANY
3675 SOUTH BROAD STREET
TRENTON (MERCER CO.) N. J.
SIC 3481

PRODUCTS MANUFACTURED: INDUSTRIAL WIRE CLOTH
WOVEN WIRE NETTING

Pres.: ARTHUR JONES; V.P.: R. W. JONES; Mfr. Mgr.: W. LESLIE;
S.M.: F. CALLAHAN; P.A.: I. M. HARD
NO. EMPLOYEES: 65 - C

SECTION II - PRODUCT BY SIC

3481 MISCELLANEOUS FABRICATORS WIRE PRODUCTS

BCD COMPANY	3175 South Broad St.	Trenton, N.J.	C
DFG CORP.	1415 High Street also 3461 & 3499	Elizabeth, N.J.	D
ELQ CORP.	16 Church St.	Hackensack, N.J.	B
FGM COMPANY	673 Coates Ave. also 3315 & 3493	Newark, N.J.	F

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3621 MOTORS AND GENERATORS

ABC CORP.	445 Main St. also 3564 & 3613	Newark, N.J.	E
BRM CO.	123 Brown Ave.	Somerville, N.J.	B
CGY CORP.	1835 Cox Avenue also 3634	Camden, N.J.	D

3949 SPORTING & ATHLETIC GOODS

ARW CORP.	733 Beacon St. also 3941	Red Bank, N.J.	C
LMP CO.	147 Arch St.	Hoboken, N.J.	C
MWX CO.	1416 Clinton St. also 3942	Trenton, N.J.	D

SECTION III - GEOGRAPHIC

CAMDEN (CAMDEN CO.)

SIC 2032 CANNED SPECIALTIES

JMS CO.	375 Memorial Ave.	G
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SIC 3621 MOTORS & GENERATORS

CGY CORP.	1835 Cox Avenue	D
RWP CO.	125 South Third St.	B

SIC 3634 ELECTRIC HOUSEWARES AND FANS

CGY CORP.	1835 Cox Avenue	D
-----------	-----------------	---

TRENTON (MERCER CO.)

SIC 3481 MISCELLANEOUS FABRICATED WIRE PRODUCTS

BCE COMPANY	3175 So. Broad St.	C
JAR COMPANY	640 So. Broad St.	F

SIC 3942 DOLLS

ABC, INC.	500 Adeline	C
MWX CO.	1416 Clinton St.	D
YWC CO.	1705 New York Ave.	B

PART II

DESCRIPTIONS OF STATE INDUSTRIAL DIRECTORIES

As an aid to users of industrial directories, a directory for each state, where available, has been analyzed according to a prescribed approach. The description which follows of each directory lists the publisher of the directory and the frequency of publication, as well as the price of the directory. Furthermore, in the standard treatment of each directory a brief statement is made concerning format, the sources of data used in the directory, the method of obtaining the information, and also the approach taken in connection with questionnaires used to secure information. For the benefit of users of the directories analyzed, there is some comment made on prospective changes where the nature of these changes is known. Where more recent directories have been published that fact has been made known and comments have been included relative to changes made in the more recent editions. Future editions of directories will be reviewed in the regular feature section of the *Journal of Marketing*, "Marketing Articles in Review."

ALABAMA

INDUSTRIAL ALABAMA—A Directory of Manufacturers (January, 1959: Next issue—1962)

Publisher: Alabama State Chamber of Commerce, 4685 S. Perry St., Montgomery, Ala. Price: \$5.00. Date Received 3/5/59. Frequency: Every 3 years; supplement available.

FORMAT: Basic arrangement in city-alpha order with an alphabetic index and a products index section. Geographic section includes verbal description of products manufactured, street address but no zone identification, the name of a single executive, and a code for employment ranging from "under 10" to "over 5000" in ten steps.

Each city heading identifies the county in which it is located. Alphabetic and product sections give no employment data and omit street addresses. Product section makes some effort to coordinate with SIC (1957), by applying SIC numbers to alphabetic head-

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ings. Directory includes, in addition to manufacturing, certain non-manufacturing groups such as mining, design consultants, seed processing companies, quarrying operations, etc.

SOURCE OF DATA: As given in the directory: The claim is made that "This directory does not list jobbers, wholesalers and distributors, or factory branch offices" and "This directory contains the names of all manufacturing establishments in the State." Appreciation is expressed to Chambers of Commerce, Mayors, Probate Judges and Alabama Government Departments as providing information.

As given to the committee: The basic list comes from the employment security records of the state.

QUESTIONNAIRING: Questionnaires are sent to all companies on the basic list and response for the current directory was 75% obtained during a six month period. It is the practice of the publisher to include data on non-respondents and it is stated that such listings are identified. Examination of the directory does not reveal such identification. It is further stated that an estimated 10% of the listings in the present directory do not result from new information.

PLANNED CHANGES: None are indicated.

Information from: L. B. Dickson, Director, Industrial Division Alabama State Chamber of Commerce.

Industrial Alabama (1962 edition; \$5)

No changes have been made in content or arrangement. Use of SIC classifications in the product index has been discontinued.

ALASKA

This state, which has not published any directories in the past, planned to put one out in 1961. The following letter was received from Charles E. Hinkson, Research Analyst, Department of Commerce.

"With reference to your letter of April 6 to the Governor of Alaska, please be advised that the State will soon have its first Directory of Alaskan Manufacturers. The Directory will cover all manufacturing firms employing one or more persons under state unemployment laws. The Directory will be available sometime during the early part of July.

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Our initial order is for 2,000 copies. Unhappily, we were unable to print more because of a serious lack of funds for this type of project. We do intend to distribute complimentary copies of the published directory to certain organizations. You have been added to the list of those who will receive a free copy.

Thank you very much for your interest in our State."

A further letter dated October 17 and received in response to a follow-up said: "As originally planned we were to use four digit SIC classification. However, we will now go ahead on a two digit basis in order to get this directory published as rapidly as possible.

In compiling this directory we found that Alaskan industry is unique in its diversification. Perhaps this is the way frontiers are settled. Time and again we have seen where one individual might be engaged in five unrelated activities. For instance, a manufacturer representative might also manage a bowling alley, operate an export business, own a mine, hold a guides license, and operate an electronic repair business in his home.

Rest assured that your organization heads the list to receive a copy of this directory."

The directory is still not available.

Alaska Directory of Manufacturers (June 1962; \$1)

This first edition of a directory for the State of Alaska is published in two sections: The alphabetic section lists the company name and the city in which the company is located, and has a reference to a 3- or 4-digit SIC number; the second section, arranged by SIC, lists the local address. Neither section gives any data about the size of the plant, and there are no verbal descriptions of products given anywhere.

The introduction states: "Only the address of the home office is shown. This assures you a speedy response to your inquiries. In some cases, notably in the sea food canning and processing industry, the manufacturer may have several plants at widely separated places and these are closed during the off season."

It is said that "addenda and correction pages" will be mailed periodically to all those having this directory, "until it is time for a new edition."

ARIZONA

ARIZONA DIRECTORY OF MANUFACTURERS (1960 edition).

Publisher: Employment Security Commission of Arizona (paid for by Phoenix Chamber of Commerce, 124 North Second Ave., Phoenix, Arizona). Price: Free. Date Received: February 5, 1960. Frequency: Not given.

FORMAT: Listing is by product, and city-alpha within product but products are not coordinated with SIC. There is provided an alphabetic index referring merely to page number of listing. Employment is indicated in number or range. A verbal description of the product is included. Lists as plants some wholesale and retail stores, as well as optical laboratories, etc. Is said to include manufacturing employers subject to the Employment Security Law on October 1, 1959. An added feature is a statistical table covering all Arizona nonagricultural industries. This indicates that there are 870 manufacturing establishments in Arizona. The 1958 Census of Manufacturers counted 1,150.

SOURCE OF DATA: As given in the directory: "The Directory includes manufacturing employers subject to the Employment Security Law of Arizona on October 1, 1959 who are classified in the manufacturing division according to the Standard Industrial Classification Manual."

As given to the Committee: The base list comes from firms subject to the Employment Security Act. The Commission is emphatic in stating that "The information contained in the directory was not taken from regular employment reports," since such action would violate the state law.

QUESTIONNAIRING:—Questionnaires were sent to all manufacturers listed in the records which includes, in this state, any company employing more than one person. This questionnaire activity was paid for by the Phoenix Chamber of Commerce. The questionnaire used has a fault common to many, in that it does not provide for individual information for each plant, but simply gets data for the whole company under a single address and asks for the town locations of "additional Arizona plants." Therefore, in the case of multiple plant companies the number of employees given in any listing is not for that location but for all locations and the products manufactured may be manufactured at different locations.

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PLANNED CHANGES: None

Information from: Henry M. Haas, Acting Administrator—Director
V. C. Division

Arizona Directory of Manufacturers (1962 edition; free)

No changes in format or content. Number of manufacturers
(1/1/62) now stated as 973.

ARKANSAS

DIRECTORY OF ARKANSAS INDUSTRIES (1961 edition).

Publisher: The Arkansas Industrial Development Commission,
State Capitol, Little Rock, Ark. Price: \$5.00. Date Received:
10/11/61 (supplements to be available). Frequency: Biennial.

FORMAT: Basic information is given in city-alpha section which contains a verbal description of the products manufactured as well as four digit SIC (1945) for the principal product. Employment is in terms of male and female employees separately. An alphabetic listing includes the SIC and total employment and the product section arranged by SIC also includes verbal description and employment. In none of the sections are street addresses included. Certain nonmanufacturing operations are included, some of them so identified in the alphabetic and geographic sections. The directory states that it includes "about 3200 manufacturing firms in Arkansas employing 99,000 workers." The 1958 census figure for manufacturing establishments of all sizes is 2571.

SOURCE OF DATA: As given in the directory: No specific information is included in the publication identifying the source of the list or the time period during which data were gathered or the way in which they were gathered.

As given to the committee: The Employment Security Division furnishes to the AIDC the name, address, and product of all employers in the state. It does not give employment information. In this state Employment Security covers all who employ one or more people. The 1961 directory is based on an Employment Security listing for the first quarter of 1958 which was supplied to AIDC in 1959.

QUESTIONNAIRING: Publisher states that questionnaires were sent to all companies on the list and that 95% response was obtained during a four month period. It is the practice of the publisher to

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include data from non-respondents for one edition. It is estimated that in the current edition five to eight percent of the listings do not result from new data and that three percent of the manufacturing plants in the state have been omitted.

PLANNED CHANGES: Information indicates no substantial changes from 1961 to future editions.

Information from: J. L. Blond, Administrator, Employment Security Division; and William R. Legg, Senior Administrator Arkansas Industrial Development Commission

CALIFORNIA

CALIFORNIA MANUFACTURERS ANNUAL REGISTER (1961 edition; next available Jan. 1962).

Publisher: Times-Mirror Press, 1115 South Boyle Ave., Los Angeles 23, Calif. Price: \$30.00. Date Received: 3/61. Frequency.: Annual.

FORMAT: Alphabetic giving verbal description of products plus a single SIC (3- or 4-digit) and lists of personnel as well as an indication of capital rating and number of employees where available; supplemented by a city-alpha index listing simply company name and in some cases, product but without address. No charge is made for listings in the alphabetic or geographic sections, but the product section apparently includes only those companies who have purchased listings. Product section is unrelated to SIC. Some effort has been made to include zone numbers in the 11 zoned California cities. In many instances, however, the city address is given as other than that recognized by the Post Office (Emeryville or Vernon).

SOURCE OF DATA: As given in the directory: This directory is sponsored by the California Manufacturers Association. No information about the origin of the basic list is given. It is stated "Every effort is made by the publisher to list every bonafide California manufacturer."

As given to the Committee: The publisher states that the basic list for this directory is obtained by "personal contact and direct mail" and estimates that it is 86% complete.

QUESTIONNAIRING: It is stated that an 80% response to questionnaires was obtained during a 7-month period in preparation for

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the 1961 directory. It is the practice of the publisher to include listings of non-respondents without identification and it is estimated that 5% of the listings fall into this category.

PLANNED CHANGES: None

Information from: John B. Davey, Publication Manager

California Manufacturers Register (1962 edition; \$30)

Basic format is the same as that for previous editions but further effort has been made to apply SIC numbers in the alphabetic section of the directory. Application of SIC is not very dependable. For example, there are 17 companies listed beginning with the name APEX. A SIC number is applied to each of these. One makes electrical equipment and is classified as making automotive parts; one reconditions metal drums and is classified as making tin cans; one is classified as a machine shop and actually produces machines. Another makes hardware, polishing machines and lawn edgers, and is classified as a plating shop. The prize is the publisher of the San Francisco News and the San Francisco Call Bulletin, classified by a non-existent number, which if it did exist would be in the construction industry.

COLORADO

DIRECTORY OF COLORADO MANUFACTURERS (1960 edition).

Publisher: Bureau of Business Research, University of Colorado, Boulder, Colo. Price: \$7.50. Date Received: 9/19/60. Frequency: Not stated.

FORMAT: Includes a county-city-alpha listing containing street address, employment by groups and a verbal translation of 4 digit (1957) SIC as product description. Employment groups are in 5 broad steps from "0 to 19," to "1000-plus." The product section is under headings generally matching 4-digit SIC groupings but without indication of the numbers. This includes the same data as does the above. No zone numbers are indicated for Denver. SIC has not been correctly applied throughout. Among other things, natural gasoline plants are designated as manufacturers and production of advertising and motion picture film has been included. Concentrating mills and ore processing mills at the mine site, which SIC classifies in the mining industry, are here included as manufacturing.

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SOURCE OF DATA: As given in the directory: Information is obtained by rechecking the previous directory and adding the names of new concerns.

As given to the committee: Employment Security data is used but that this is limited to plants with four or more employees; therefore, this information is supplemented by County Assessor's lists, Chamber of Commerce lists, and other local sources. It's estimated that this list is 95% complete.

QUESTIONNAIRING: No individual questionnairing is done.

PLANNED CHANGES: Names of officials "major companies" are to be added.

Information from: L. J. Crampon, Director of Business Research.

NOTE: A 1961 supplement for this directory received August 1, 1961 must be used with great care. Its introduction says, "This new supplement seeks to present as far as possible the complete list of manufacturing establishments in Colorado as of April 1, 1961."

Actually, this publication seems to be a conglomeration of listings of plants which have changed name, address, size, or product, with some listings exactly duplicating those which appear in the 1960 directory. It is not a complete list of all plants in Colorado; if it were accepted as such, it would indicate the disappearance within one year of several hundred manufacturing establishments. On the other hand, it cannot be accepted as a picture of net growth because of its duplication with the 1960 directory.

Directory of Colorado Manufacturers (1962 edition; price not stated)

Content has been expanded to include mines and quarries. This is contrary to the information given in the introduction, which states "mines, quarries and clay pits are not included." Identification of non-manufacturing locations has been improved, and the indices of products and of cities better organized.

A section has been added listing, in alphabetic order, plants having 100 or more employees. For most of these plants names of some key individuals are given.

CONNECTICUT

DIRECTORY OF CONNECTICUT MANUFACTURING AND MECHANICAL ESTABLISHMENTS

Publisher: Bureau of Labor Statistics, Connecticut Labor Department, 92 Farmington Ave., Hartford 15, Conn. Price: \$1.00. Date Received: 8/1/60. Frequency: Triennial—next edition 1963.

FORMAT: Information is broken down in "18 labor market areas;" combinations of towns with each area ranging in number of towns from two to about 18. The town names are not necessarily the same as the postal addresses. There is no alphabetic index nor is there any index of towns to aid in finding specific data. Within each labor market area there is an alphabetic listing by product with the groupings roughly comparable to the 1957 SIC. (2 digit) Separate listings at the end of each area name the laundries, dry cleaning establishments, auto repair shops and other mechanical work shops in the area. Employee data given by code in six steps from "0 to 9" to "1000 and over." Product description is verbal.

SOURCE OF DATA: As given in the directory: "All manufacturing firms having plants in Connecticut and firms engaging in mechanical operations that have registered with the Connecticut Labor Department in accordance with Section 31-28 of the General Statutes of Connecticut are included in this directory." The section of the statutes named provides that "each person who is operating or intends to operate in this state any manufacturing or mechanical establishment" must register with the Department of Labor and must have certificate of registration before being allowed to operate.

As given to the committee: The Employment Security Department states that their records cannot be used since this is against "State and Federal law and regulations."

QUESTIONNAIRING: None

PLANNED CHANGES: None

Information from: David Pinsky, Directory of Research, Connecticut Labor Department.

DELAWARE

DIRECTORY OF MANUFACTURERS STATE OF DELAWARE—
July 1961 edition.

Publisher: Delaware State Chamber of Commerce, Inc., 1112-
14 King St., Wilmington, Del. Price: \$5.00. Date Received:
10/61. Frequency: "Approximately once each year."

FORMAT: Basic information is arranged alphabetically within product groups. Each of the alphabetic headings is numbered and the city-alpha section and alphabetic section are keyed to these product numbers on a multiple product basis. Employment code ranges in thirteen steps from "25 or less" to "over 3000." Name of one executive is indicated in the product section. No zone numbers in Wilmington. Obviously a directory organized in this fashion is extremely difficult to use. At least two sections must be cross-checked in order to find complete information about any plant.

SOURCE OF DATA: As given in the directory: "The information shown herein has been obtained in most instances directly from the companies shown."

As given to the committee: The list is built through "direct mail contact" by this organization and claims a completeness of 95%.

QUESTIONNAIRING: Publisher states that response to most recent questionnaires was "almost 100%" in a period of two months. In case of non-response, it is stated that the publisher proceeds to "check phone books, Labor Commission, Employment Compensation Commission and other sources. If no information available, omit." No estimate of the number of plants included without direct information or of the number omitted is given.

PLANNED CHANGES: None

FLORIDA

DIRECTORY OF FLORIDA INDUSTRIES—1961 edition.

Publisher: Florida State Chamber of Commerce, 8057 Expressway (Palington, P.O. Box 804) Jacksonville, Fla. Price: \$6.00.
Date Received: 6/1/61. Frequency: Biennial, next Jan. 1963.

FORMAT: Primary listings are in city-alpha order with a verbal product description, street address, zone. Certain nonmanufacturing groups are included, such as fruit packers, utilities and the min-

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ing industries. There is also provided a product classification not related to SIC. In both of these sections, there is given the number of employees. Additionally, there is an alphabetic index referring to the city in which the plant is located.

The previous edition of the Florida Directory included in the geo-alpha section a four digit SIC for each product listed. In the product classification all listings were under four digit SIC headings. The introduction to the present directory explains the changes as follows:

"The 1961 Edition lists more than 8,000 manufacturing and processing plants,* including several hundred new industries. Thousands of changes of address, management, products and employment have been made as a result of growth and expansion of existing industry.

Editorial improvements have been effected in this edition, especially in format. Most notable change is the adoption of a minutely cross-indexed classified section in which products are listed alphabetically rather than grouping them under code number in categories unfamiliar to the average user. The new method of classification is similar to that employed by such nationally known directories as Thomas' Register, MacRae's Blue Book, and Conover-Mast Purchasing Directory."

SOURCE OF DATA: As give in the directory: Acknowledgement is published, crediting various organizations and government departments for help, as well as "those firms who responded." The introduction says: "Firm names listed in the directory are based on data listed in the 1959-60 Edition, submitted for correction to each firm; but firm names failing to respond were referred to local Chambers of Commerce, City Clerks, or Postmasters, for verification, or other available source of information."

As given to the committee: Concerning the source of the basic list correspondent states that "We supply all local Chambers of Commerce with new industry forms which they feed to us, constantly. All newspapers and magazines published in the state are checked daily." Estimate of completeness is 99.44/100%.

QUESTIONNAIRING: It is stated that a 99% response was obtained during a period of 9 months and that the remaining 1% will be carried for one edition of the directory. Whether this high percentage includes responses from the above listed local sources is not clear.

Information from: Millard P. White, Directory Manager

*1958 Census of Manufacturers shows 6305.

GEORGIA

GEORGIA MANUFACTURERS—(1960-61 Edition—Received 9/61).

Publisher: Georgia Department of Commerce, 100 State Capitol, Atlanta, Georgia. Price: \$5.00. Frequency: Not stated.

FORMAT: The new edition of this directory has a complete different format than the 1958 edition. The basic information is given in an alphabetic listing within city. Listing by product, under four-digit SIC codes, is alphabetic within city but contains no street addresses or plant size data. The alphabetic index shows just company name and city.

In the geographic section, there is included an employee code which runs in 15 steps from "1 to 25" to "over 3000." Street address is given but not zone number. Some listings have indicated the year of incorporation. The verbal product description is somewhat sketchy and insufficient for translation to SIC codes. Each city is identified as to its county location and its size. 1960 Census of Population figures are given for the largest cities but for towns of less than 1000 the figures are from 1950. The name of the top executive and/or purchasing agent is given for most listings.

SOURCE OF DATA: As given in the directory: Data gathering was done by the Industrial Development Branch of Georgia Tech Engineering Experiment Station. Credit is given to the Georgia Power Company for assistance in checking individual town listings. Acknowledgments are also made to the Chambers of Commerce, bankers, state agencies, public officials, etc., as well as "company officials" and "plant owners."

As given to the committee: It is stated that the basic list comes from local Chambers of Commerce, mayors, County Farm Agents and other public officials and that it is 97% complete.

QUESTIONNAIRING: The Foreword says, "Some companies undoubtedly have been omitted, due possibly to their failure to reply to the Georgia Tech inquiry for information and/or to inadequate checking of town or city listings by local sources." Our questionnaire indicated that no attempt was made to get information from individual companies on a questionnaire basis. There is some confusion in the answer to this question. The questionnaire goes on to state that 80% response was obtained in four months and that "the remainder were contacted by our representatives in the field on other work." It is assumed that these comments refer to questionnaireing of officials as listed above. It is stated that "all plants

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are supposed to be listed," therefore, there is no estimate of the number omitted or of the number included without new information.

PLANNED CHANGES: None

Information from: Nelson M. Shipp, Manager Public Information and Research Division.

HAWAII

HAWAII

A letter from William F. Quinn, Governor says:

"The State of Hawaii does not publish a directory of manufacturers. It is surprising to us to learn that we are one of the few States which does not have such a directory. *Although such a directory would be most helpful in promoting the industrial interests of the State, we are not contemplating publishing one in the near future.* However, we would be most interested in receiving a copy of your paper when published.

The Chamber of Commerce of Honolulu does publish a 'Directory of Manufacturers' which is rather limited in its coverage. This gives the company name and the product manufactured and is updated annually, but does not include the size of the firm."

Copy of the Chamber of Commerce directory for Honolulu was obtained. This lists plants under alphabetic headings of products, includes some outside Honolulu, but gives no information about employment for any listing.

IDAHO

THE IDAHO INDUSTRIAL DIRECTORY—(1960-61)

Publisher: Idaho State Chamber of Commerce, 524 Idaho Bldg., Boise, Idaho. Price: \$3.50.

FORMAT: This new Directory is no more helpful than previous editions. It has a city-alpha listing covering banks, newspapers, hotels, hospitals, etc., and in each town listing under the heading "Manufacturing, Processing, etc." Under this heading there is a list of companies and the name of one individual not identified as to title. Some of the listings include a brief one or two word product description. No information is given about employment size.

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SOURCE OF DATA: As given in the directory: The following acknowledgment is included: "The Idaho State Chamber of Commerce acknowledges, with gratitude, the valuable assistance of local chambers of commerce, Idaho State Chamber members and Federal and State agencies that include the U. S. Department of Commerce, Department of Interior, Department of Agriculture, the Idaho Employment Security Agency and the Idaho Department of Commerce and Development in preparing this directory."

As given to the committee: List comes from "local chambers of commerce, state agencies and 'phone directories'." It is estimated that list is "80 + %" complete.

QUESTIONNAIRING: None

PLANNED CHANGES: None

Information from Hugh A. Wilson, Secretary.

ILLINOIS

ILLINOIS MANUFACTURERS' DIRECTORY—(1961)

Publisher: Manufacturers' News, Inc., 20 East Huron St., Chicago 11, Ill. Price: \$40.00 Purchase; \$29.95 Lease. Date Received: 6/61. Frequency: Annual.

FORMAT: The geographic section of this Directory includes a verbal description of products manufactured, names of executives, number of employees, street address including zones, and a good cross-reference to other plant locations in the state. In addition, about one of each 30 or 40 listings in the geo-alpha section includes an SIC number. In addition to manufacturing operations, mining is also listed. It is claimed that this edition includes 1,100 new factories, not in 1960 directory.

There is an attempt to coordinate the product listing with SIC through use of a cross-reference referring each SIC number to one or more product index headings. Use of this cross-reference requires great care and involves much work. For example, SIC 3316 refers to "steel warehousing." SIC 3519 apparently includes "electric motors." Since this is true it would be impossible to use the product index directly as that contains no verbal description of products. It would be necessary that all names under each heading in the products index be checked against the geographic section of the Directory in order to weed out those which are actually in the area of interest.

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There is an alphabetic index which, generally, gives a cross-reference between two names for the same company and sometimes between the division and the parent company. The product index, unrelated to SIC, includes the name and address of the plant, but gives no employment data.

In the main listing there generally is given the address of the parent company if out of the state. Listings of additional plants in Illinois are included, supplemented by a complete listing at the proper location of the plant. In many cases total Illinois employment is listed for the main plant, and in some cases no employment data are given for the branches.

SOURCE OF DATA: As given in the directory: No information is published.

As given to the committee: The basic list comes from "intensive research of every telephone directory, every state corporation list, and an individual contact with every one of 1100 cities and towns, i.e. association officials." Estimate of completeness of the list is 95%.

QUESTIONNAIRING: Publisher states that all companies on the basic list were questionnaire and that a response of 76% was obtained during three months. In case of non-response "we telephoned each and every company personally." Presumably, therefore, a 100% response is obtained and, therefore, no estimate is given of completeness of the Directory and no information about the firms which may be omitted because of non-response.

PLANNED CHANGES: None

Information from: Howard S. Dubin, General Manager

Illinois Manufacturers Directory (1962 edition; \$40)

No basic changes have been made in this edition. Introductory material states that it contains information about 17,100 manufacturing establishments, just 1000 fewer than existed in the state in 1958 according to the U. S. Census of Manufacturers.

INDIANA

THE INDIANA INDUSTRIAL DIRECTORY—(1958-1959)

Publisher: Indiana State Chamber of Commerce, Board of Trade Bldg., Indianapolis 4, Ind. Price: \$12.00. Date Received: 5/5/58. Frequency: Every 4 years; next Jan. 1962.

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FORMAT: The basic section is in city-alpha order listing "industries" and "wholesalers" separately. The definition is not clear; "wholesalers" include bakeries, bottling plants, etc. defined by the SIC as manufacturing. The directory also includes coal mining operations. Includes street address but not postal zone.

The employment code is in ten steps from "under 9" to "over 5,000" with an X intended to indicate no recent report defined in the text as no report during 1957. The text states that "figures are average yearly employment in most industries" but that in certain seasonal industries peak employment is given to indicate plant capacity. Product descriptions in the main section are sufficient in most cases for translation to SIC. The product section, in city-alpha order, is not related to SIC, gives name and city only.

SOURCE OF DATA: As given in the directory: Appreciation is expressed to local Chambers of Commerce, State-wide trade associations, bank officials, postmasters, newspaper editors, etc. It is stated that "All data have been checked with sources believed to be reliable and accurate."

As given to the committee: The source is "regular new industry card file; editing of lists by local chambers, and other local community sources." The estimate of completeness is 95% for manufacturers and processors; 50% for wholesalers.

QUESTIONNAIRING: It is stated that prior to the publication of the present edition all companies were questionnaire. However, in answer to the question about response to this questionnaire it says "We did not compute percentage." In answer to the question about the period of time for obtaining responses the answer is "This was three years ago; don't remember." Regarding the practice in case of non-response the answer is "We got unanswered data through local sources."

PLANNED CHANGES: None

Information from: James E. Farmer, Information Director.

Indiana Industrial Directory (1962-63 edition; \$12)

Format and content are identical with previous edition. "X" in employment code indicates no report of plant's employment received during 1961.

The division between "manufacturers" and "wholesalers" seems to have been cleaned up to a large degree. Most bottling plants and bakeries now are listed as manufacturers.

IOWA

THE IOWA DIRECTORY OF MANUFACTURERS—1959

Publisher: Iowa Development Commission, 200 Jewett Bldg., Des Moines, Iowa. Price: \$7.50 (Price of 1961 edition unknown). Date Received: April 8, 1960. Frequency: Hopefully, every two years. Next Fall 1961 (not received 12/31/61) Supplement is available.

FORMAT: Only the city-alpha section has full information about the plant. In addition, there is an alphabetic section giving employment size indication but no product data and a product section which does not indicate employment data. The product section attempts to relate products to the 1957 SIC, but includes as manufacturing, some things which are not. This section gives multiple listings with no cross references. The employment code runs in seven steps from "under 20" to "over 1,000."

SOURCE OF DATA: As given in the directory: "The listings of manufacturers and the names of the products were secured from information submitted to the Bureau of Business and Economic Research, State University of Iowa. The publication of this Directory is made possible through the cooperation of Iowa Manufacturers, Chambers of Commerce, City Clerks, Postmasters, and many other organizations and individuals for which grateful acknowledgement is here made."

As given to the committee: "Chambers of Commerce, City Clerks and Postmasters of every city, or town in the state." Estimates list as 98% complete.

QUESTIONNAIRING: It is stated that questionnaires for the current edition drew a 75% response in an 18 month period. Mr. Lodge also says that a larger response is expected this year since the questionnaire has been considerably shortened. He states, moreover, that while listings are omitted in case of non-response, the percentage of such omissions is expected to be less than 2% since they have now made six mailings.

PLANNED CHANGES: In the 1961 edition the Employment Code will be included in the Products Section as well as in the geo-alpha listing.

Information from: Donald E. Lodge, Research Associate.

Directory of Iowa Manufacturers (1961 edition; \$7.50)

Only basic change from previous editions is the listing name of

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a single executive in the city-alpha section and the appearance of the employment code in all sections.

The directory indicates that there are 3724 manufacturing plants in this state. The comparable figure from the 1958 U.S. Census of Manufacturers is 3567.

KANSAS

DIRECTORY OF KANSAS MANUFACTURERS AND PRODUCTS —(1960-61) Supplement Available

Publisher: Kansas Industrial Development Commission, State Office Bldg., Topeka, Kansas. Price: \$3.00. Date Received: 7/60. Frequency: Biennial, next Jan. 1962.

FORMAT: Both the alphabetic and the city-alpha sections contain verbal descriptions of the products manufactured and employment code "less than 25," "25 to 99" and "100 or more." Street addresses are given in both, but not postal zone numbers in the zoned cities. The product index, in four-digit SIC (1957) terms also carries the address and the size code as shown above. The Directory includes many nonmanufacturing operations such as electric utilities, hatcheries, seed processors, sand and gravel operations, food lockers, with some of these identified by an added digit in the product index and some misclassified.

SOURCE OF DATA: As given in the directory: No statement made. As given to the committee: The basic list is made up from the preceding Directory, press clippings, Chambers of Commerce "our own field representatives," voluntary reporting by manufacturers. Estimated completeness is 95%.

QUESTIONNAIRING: Response to the questionnaire mailing prior to the current edition was 53% over a six months period. It is the practice of the publisher to include the listing of all non-respondents without identification for an indefinite period of time. The publisher estimates that 47% of the listings in the current directory do not represent new information. This may help to explain the fact that the current directory claims to list 3,677 manufacturers whereas the 1958 Census showed only 2287 manufacturing establishments in the state.

PLANNED CHANGES: None

Information from: Ernest L. Stanley, Economics Research Director.
Directory of Kansas Manufacturers (1962-63 edition; \$3)

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New edition is in 3 sections: alphabetic, city-alpha, and alphabetic within 4-digit SIC. All sections give complete address, verbal product description, and an employment code.

Employment code is:

- A—less than 25 employees
- B—25 to 99 employees
- C—100 or more employees.

Publisher states that "Included in the Directory are changes and corrections received through the month of October 1961."

KENTUCKY

KENTUCKY INDUSTRIAL DIRECTORY—(1961-62)

Publisher: Kentucky Department of Economic Development,
New Capitol Annex Bldg., Frankfort, Kentucky, Price: \$7.50.
Date Received: December 1961. Frequency: Biennial.

FORMAT: Primarily in city-alpha order including names of executives, employment divided into male and female, a verbal description of products manufactured, addresses but no postal zones. The Directory also includes a product index giving multiple listings under four-digit SIC headings (1957). This section includes employment data and a verbal description of the products, as well as address. An alphabetic index is included.

SOURCE OF DATA: As given in the directory: Source of list not mentioned.

As given to the committee: Basic list for this Directory comes from the Department of Economic Security records. This is supplemented by the Department of Economic Development files; Community Industrial Resources Brochures; and the Dun & Bradstreet Reference Book.

QUESTIONNAIRING: The Department of Economic Development and the Louisville Chamber of Commerce cooperate in gathering information from Jefferson County manufacturers. In this County the Chamber has responsibility for obtaining the information with the mailing list supplied by the DED. For the 1961-62 edition the response was 66% in Jefferson County resulting from two mailings. All remaining firms were contacted by telephone and firms not having telephones will be omitted.

In the rest of Kentucky questionnairing is handled by the Depart-

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ment of Economic Development. Here three mailings resulted in a response of 83% during January and February. The remaining 17% were then turned over to the Field Officers of the Department of Economic Security who contacted the plants and increased the returns to 91%. The publisher reported a plan to contact the remaining 9% by telephone in so far as they are "of relative importance either due to size of employment or type of operation." It was estimated that about 3% of the total firms will be omitted due to lack of information.

PLANNED CHANGES: None

Information from: Donald W. Harrison, Director, Economic Research Division.

LOUISIANA

LOUISIANA DIRECTORY OF MANUFACTURERS—(1961-62 edition)

Publisher: Department of Commerce & Industry, 2nd Floor—Capitol Annex, Baton Rouge, La. Price: \$2.50. Date Received: October 13, 1961. Frequency: Biennial.

FORMAT: This edition is a great advance over previous ones published by the state. Basic information is given in city-alpha section and includes street address, the name of an individual, date of establishment, an indication of the number of employees in 10 steps from "less than 10" to "2500 and over" and an indication of the area of distribution of the products. Multiple SIC numbers are given in this section, but no verbal description of the products. The product section is in terms of 4-digit SIC and gives multiple listings. This includes street address, but no employment data. There is an alphabetic index indicating name, city and SIC numbers, and an alphabetic index of products referring to the SIC numbers under which they are classified. There are two major omissions in that logging operations (SIC 2411) and machine shops (SIC 3591) are not included unless they make products outside these classifications.

SOURCE OF DATA: As given in the directory: "Files of the Department of Employment Security were utilized for the first time. It was from these files that the main list of addresses was obtained. Besides this source of information, local Chambers of Commerce, government departments and newspapers were checked and studied. Letters and questionnaires were sent to every Louisiana

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manufacturing concern known to members of the department staff and assisting organizations." It is stated that 2,005 plants are included (1958 census total is 3127) and that those who did not reply were omitted "because of the lack of official and specific information about their establishments.

As given to the committee: The basic list is Employment Security data. No estimate of completeness is given.

QUESTIONNAIRING: It is stated that an 85% response for the questionnaires sent was obtained during the period of June 1960 to May 1961. In cases of non-response, other sources are consulted and then if no information is obtainable the listing will be omitted. It is estimated that 8% of the plants in the state will be omitted.

Information from: Patrick M. Kileen, Director of Research and Industrial Development.

MAINE

DIRECTORY OF MAINE MANUFACTURERS—(1959-60)

Publisher: State of Maine, Dept. of Labor & Industry, Div. of Research and Statistics, Augusta, Maine. Price: Free. Date Received: April, 1959. Frequency: Biennial—Next Summer 1961.

FORMAT: In county-city alphabetic order with a verbal description of product and a size code from "owner operated" to "over 5,000" in 28 steps. There is also a code for "combined reporting" where company has given employment data for all plants in Maine, rather than for individual plant and another for "non-operating establishments or those new in 1957-58." The product index, unrelated to SIC, gives the company name and page reference of the major listing.

SOURCE OF DATA: As given in the directory: Maine is one of the few states which has a mandatory reporting arrangement. The material in this Directory comes from the 1957 Product and Employment Report. It is stated that where no properly filed report exists, data have been checked by department inspectors in the field.

As given to the committee: Same

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QUESTIONNAIRING: It is stated that 96% response to questionnaires was obtained during a four-and-a-half month period. Non-respondents are checked by departmental inspectors and in the event of time conflict that data are included as given in the basic list. It is estimated that less than 1% of the data in the current directory does not represent new information.

PLANNED CHANGES: None

Information from: T. T. Trott, Jr., Director, Division of Research and Statistics.

A Directory of Maine Manufacturers (1961-62 edition; free)

Content and presentation remain the same as previous directory.
Data based on 1960 "Product and Employment Report."

It is stated "the Directory lists approximately 2500 Maine manufacturers." U.S. Census of Manufacturers (1958) figure for the state is 2733.

MARYLAND

DIRECTORY OF MARYLAND MANUFACTURERS—(1959-60)

Publisher: State of Maryland, Dept. of Labor & Industry, 301 W. Preston St., Baltimore 1, Md. Price: \$3.00. Date Received: 8/11/59. Frequency: Not stated.

FORMAT: This is in county-alpha order with no indexes of any kind, and gives number of employees, a verbal description of products, street address, but no postal zone information. The product descriptions are sometimes cryptic because of abbreviations necessitated by the fact that only one line is allowed for each listing. Listings include such nonmanufacturing operations as optical and dental laboratories.

SOURCE OF DATA: As given in the directory: It is stated that listings are from "industrial inspection records of this office and various other sources."

NOTE: We are advised that the Department of Labor and Industry now has under preparation a new directory which will be available "within the next several months." (not received Dec. 31, 1961) No information about this issue available. Effective July 1, 1961, the responsibility for directory publishing will be in the Maryland Department of Economic Development and the form and content of the next directory will be determined in that department.

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Information from: Margaret W. Kimble, Deputy Commissioner
Department of Labor & Industry.

MASSACHUSETTS

COMMONWEALTH OF MASSACHUSETTS INDUSTRIAL DIRECTORY—1959

Publisher: Massachusetts Department of Commerce, State House, Boston 33, Mass. Price: \$2.25. Date Received: 7/21/60.
Frequency: Biennial—Next Dec. 1961.

FORMAT: The directory is intended to include all plants employing more than eight people in the state. It is made up in three sections; an alphabetic section lacking street address, employment and product information; a city-alpha section having an employment code in six steps—from “eight to 24” to “1000 and over” and giving street address and a verbal description of products; the products section broken down by SIC which also gives complete address, a verbal description of products and the employment code. This latter section is not completely dependable. In the first place, application of SIC is somewhat spotty—for example, a company which does centerless grinding is classified as 3541. Moreover, in some but not all cases, multiple listings for the same company appear under different product groupings.

SOURCE OF DATA: As given in the directory: The previous directory published in 1957 indicated that the prime source of the plant listings was the records of the Division of Employment Security. This directory does not mention this state agency but says “This Directory was compiled from questionnaires sent to each concern to secure its statement of its principal product, number of employees and other pertinent data. Valuable assistance has been given by the local Chambers of Commerce in verifying or correcting the listings.” Also, contrary to previous practice, this directory does not indicate the period during which this information was gathered or give any statistical data to indicate the number of plants listed. All of these seem to be backward steps.

As given to the committee: The basic list for the coming directory comes from “current directory and new firms reported since publication of last edition.”

QUESTIONNAIRING: Response to the questionnaire amounted to 90% in six months. It is the practice of the publisher to include data on non-respondents for three editions (6 years) and it is esti-

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mated that the current directory has 2% of its listings in this category. There is no explanation of how information on the other eight percent was obtained.

PLANNED CHANGES: None

Information from: William P. Tsaffaras, Director Research Division.

Commonwealth of Massachusetts Industrial Directory (1962 edition; \$1.45)

Content and format are unchanged from previous edition. Regarding data gathering, it is stated that: "The Directory was compiled from the information on questionnaires sent to each concern. The cut-off date for inclusion of the Directory was November 30, 1961. The Research Division of this Department did an excellent job in the preparation of this publication. It exerted every effort to have the listing of manufacturing firms employing eight or more persons as complete as possible. However, it may be that some firms did not return the questionnaire or they may have recently increased the number of employees to eight or more and the names of these firms are not included in this directory."

MICHIGAN

THE DIRECTORY OF MICHIGAN MANUFACTURERS—(1961)

Publisher: Manufacturer Publishing Co., 8543 Puritan Ave., Detroit 38, Mich. Price: \$28.00. Date Received: 1/61. Frequency: Biennial—Next July 1962.

FORMAT: Basically in city-alpha order, the directory includes mining and sometimes such nonmanufacturing operations as electrical contractors. There is an alphabetic index and a product index not related to SIC, both of which give city location only. The directory gives male and female employment, skips when employment is not known, which is in a large number of cases. It gives the name of an officer or resident executive in most cases. The product description is sufficiently good for translation to SIC in the majority of instances. In some cases the postal zone number is listed in the zoned cities, but not in every case. The publisher now states that 18,000 manufacturing plants are included in the directory. (1958 census figure is 13,432). Each of the claimed 2000-plus additions since the 1959 directory is preceded by an asterisk in the listing. Many of these duplicate plants already listed and, as in past editions, there is a great deal of double listing of plants; one listing bearing a Detroit address and another showing the suburban town, etc.

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SOURCE OF DATA: No information of any kind is given, either in the Directory or in response to the committee's question.

QUESTIONNAIRING: Publisher states that questionnairing prior to publication or the current edition resulted in 60% response during six months. It is stated that non-respondents are included in the directory and identified, though examination of the directory does not indicate such identification. It is further stated that such non-respondents will be carried for two editions, (4 years), and estimated that the current edition has 11% of its listings in this category. This practice may have something to do with the apparent excess of listings.

PLANNED CHANGES: None

Information from: Mrs. Donna Gordon, Directory Department.

Directory of Michigan Manufacturers (1963 edition; \$28)

Content and format are substantially unchanged.

Headline of the "Foreword" states: "... Michigan Marches Forward. 500 Added Manufacturing Plants. New Total is 16,500."

This seems a little odd since the previous (10th) edition claimed to include 18,000 manufacturers. The new figure is still more than 3000 higher than shown by the 1958 U.S. Census of Manufactures.

MINNESOTA

MINNESOTA DIRECTORY OF MANUFACTURERS—(1961-62)

Publisher: Department of Business Development, Division of Central Services, 115 State Capitol, St. Paul 1, Minn. Price: \$6.50. Date Received: 6/20/61. Frequency: Biennial.

FORMAT: Basically in city-alpha order with street address and a verbal product description. There is a four-digit product index giving multiple listings which also includes the street address and plant size. Some of the SIC's have an additional break. Employment is indicated in nine steps from "1 to 8" to "over 2000." Zone numbers are included in Minneapolis and St. Paul.

Plants located outside city limits are listed under the nearest city. A suburban city served by a central post office shows the mailing address below the community name. In this edition, cities close to Minneapolis and St. Paul are listed alphabetically following those two cities and are cross-referenced in their normal alphabetic order.

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SOURCE OF DATA: As given in the directory: "All available sources were checked and studied."

As given to the committee: The basic list is made up from Chambers of Commerce, Industrial Development Groups, newspaper editors and the department's own file. It is stated that this list is 95% complete.

QUESTIONNAIRING: Response is reported as an estimated 90% during a four month period. Non-respondents may be listed or omitted. No explanation is given of the basis on which this is done, but it is reported that "Most of the firms listed in the present directory carry new information. This was the first major revision in ten years." It is stated that approximately 5% of the manufacturing plants in the state are not listed.

PLANNED CHANGES: None

Information from: Marie C. Nathan, Research Analyst.

MISSISSIPPI

ENCYCLOPEDIA OF MISSISSIPPI MANUFACTURERS—(1961)

Publisher: Mississippi Industrial & Technological Research Commission, Jackson, Miss. Price: \$5.00. Date Received: May 1961. Frequency: Biennially.

FORMAT: Information is given in three sections; alphabetic, by county and city, and product, classified by four digit SIC. In each section the SIC number and employee code are indicated, with some of the listings showing asterisks as the employee code which is stated to mean "plant under construction or in operation only a short time." No street addresses are given in any section.

SOURCE OF DATA: As given in the directory: Acknowledgments to various organizations are included, but no specific information published.

As given to the committee: Employment Security records furnished the basic list and this is supplemented by a "list of new plants which have been in operation less than the time required to be placed on the ESA list."

QUESTIONNAIRING: It is stated that a 50% reply to the questionnaires was obtained in five months. All other plants were telephoned or individually contacted.

PLANNED CHANGES: None

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NOTE: The publisher indicates that more information on the plants was obtained and the sample questionnaire submitted indicates this. He states, however, that "necessity for a publication dictated getting the book out as soon as possible." The publisher offers tabulating cards for sale. Whether these will contain the additional information (including street address) or not is uncertain. Information from: James E. Noblin, Jr., Director of Economic Research.

MISSOURI

MISSOURI DIRECTORY OF MANUFACTURERS—(1958)

Publisher: Missouri Division of Resources & Development, Jefferson Bldg., Jefferson City, Mo. Price: \$10.00. Date Received: 1/21/59. Frequency: Every 4 years; next 1962, supplement available.

FORMAT: Basic information is given in an alphabetic listing with verbal description of product and an employment code from "0 to 24" to "5000 plus" in 9 steps with an X for information not available. Also includes a product section expressed in 1957 SIC, but with verbal descriptions of products and with no employment data given. This one includes zone numbers.

SOURCE OF DATA: As given in the directory: No information given.

As given to the Committee: From "Missouri Resources and Development Commission Confidential File." It is estimated that this list is 95% complete.

QUESTIONNAIRING: It is stated that a 77% response was obtained to the questionnaire in preparation for the current edition, during a period of three months. In case of non-response there was a check made with the local Chamber of Commerce and, sometimes, a call by one of the Commission's field men to get the information. If no data are obtained, it is the practice of the publisher to include the listing and to identify it. It is estimated that 3% of the listings in the current Directory fall into this category.

PLANNED CHANGES: None

Information from: James D. Idol, Director Missouri Resources and Development Commission.

Missouri Directory of Manufacturers (1962 edition; \$10)

This edition is published by the Division of Commerce and Industrial Development. No changes have been made either in content or format.

MONTANA

MONTANA DIRECTORY OF MANUFACTURERS—(1958)

Publisher: Department of Industrial Engineering, Montana State College, Montana State Planning Board, Helena, Mont. Price: \$1.50. Date Received: 8/17/59. Frequency: Biennial, next July 1961.

FORMAT: Arranged in product order roughly related to the 1945 SIC. Under each product is a listing in city-alpha order. Multiple listings are cross referenced to the primary listing. It is stated that plant addresses are given if different from the address in the listing. Employment (in ranges) is given only if authorized by the respondent. An alphabetic section gives the product but no employment.

SOURCE OF DATA: As given in the directory: None.

As given to the committee: The basic list is that of the Employment Security Division supplemented by contacts with local Chambers of Commerce, telephone companies and trade organizations. No estimate of completeness is given.

QUESTIONNAIRING: It is stated that the questionnairing prior to the publication of the coming edition produced a 30% response in nine months. It is further stated that "much information is obtained by personal visits to plants where response was inadequate or non-existent." It is the practice of the publisher to include non-respondents "as long as firm is known to exist. Data will be limited to public knowledge." No estimate of the percentage of listings falling into this category is given and they will not be identified in this directory.

PLANNED CHANGES: The coming edition will use SIC numbers, though information is not given as to the sections in which these will appear.

Information from: Howard L. Huffman, Assistant Professor

NEBRASKA

DIRECTORY OF NEBRASKA MANUFACTURERS

Publisher: Division of Nebraska Resources, Capitol Bldg., Lincoln, Neb. Price: \$3.50. Date Received: 8/2/60. Frequency: Biennial—Next Jan. 1962.

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FORMAT: Basic listings are in city order with each listing giving street address, a verbal description of products, SIC numbers (1957) and an employee code in eight groups from "under 25" to "2500 and up" with no code for those on which data are unavailable. There is an alphabetic index which does not include employment code or street address; a product index by SIC with no street address or employee indication. The cities within what is considered the "Omaha area" are listed together in the geographic section. This also includes a few plants in the nearby Iowa area.

SOURCE OF DATA: As given in the directory: Appreciation is expressed to "Chambers of Commerce, newspapers and civic minded citizens."

As given to the committee: The basic list results from "Our research and from Chambers of Commerce." Publisher estimates 99% completeness for the list.

QUESTIONNAIRING: In preparation of the last directory a 95% response was obtained in five months. For the remainder, publisher says that, "We get our information through local Chambers of Commerce or other sources." They consider that this directory is 100% complete.

PLANNED CHANGES: Actual numbers of employees will be given in the next edition broken down to number of workers, male and female. There may be an increase in price.

Information from: Lee G. Rising, Assistant Chief, Division of Nebraska Resources.

Directory of Nebraska Manufacturers (1962-63 edition; \$4)

Format and content remain exactly the same as previous edition. Employment is still indicated by code, contrary to information given the Committee.

"Secondary entries" in the geographic section are in upper and lower case rather than capitals, and refer to the "main entries." Use is primarily to cross index name of a newspaper to that of the publisher in the same or a different city.

NEVADA

INDUSTRIAL NEVADA—BASIC DATA—(1956 with 1958 Supplement)

Publisher: Department of Economic Development, State Capitol, Carson City, Nev. Price: Not stated. Date Received: 4/57. Frequency: Not stated.

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FORMAT: This directory in county-city order includes a great deal of information about each city, its transportation facilities, population, etc., and in some cases, lists manufacturing plants located in that city. The form, however, is verbatim reproduction of questionnaires as they are returned. Therefore, the information is given in different ways for different cities, and in some cases, nothing at all is given.

SOURCE OF DATA: As given in the directory: It is stated that information was submitted by "voluntary workers throughout the state who expressed interest in compiling details and data on their individual areas."

As given to the committee: Governor Sawyer referred our request for information to Mr. Jack Lehman, Director of the Nevada State Department of Economic Development. This department answered "Sorry. This Department has no industrial directory as yet."

The Employment Security Section, on the other hand, answered quite completely as follows: "We believe such a directory is essential and this could be readily produced from our records—our Attorney General has interpreted our law, to restrict our publication of any individual firm data including names and addresses. Nevada's Department of Economic Development has published an industrial directory which is now out of date, showing name, address, and type of business only. These are available free of charge upon request to that department."

Information from: Ednamay Hillhouse, Sr. Statistician, Nevada Employment Security Department.

Industrial Nevada (April 1962 edition; free)

A new directory has been produced despite the previous information given the Committee. It is completely different from its predecessor.

Arranged alphabetically within 2-digit SIC groupings, this edition gives name and address of the manufacturer plus an employment code in 21 steps from "0-9" to "650-699" employees. No verbal description of products is given.

NEW HAMPSHIRE

MADE IN NEW HAMPSHIRE—(1961)

Publisher: New Hampshire Planning & Development Commission, State House, Concord, N. H. Price: \$1.00. Date Received: 6/61. Frequency: About each 18 months.

FORMAT: An alphabetic list giving a verbal description of the products, the number of employees, and names of executives. Some retail trade establishments are included, in addition to manufacturers. The city-alpha and product sections contain no data about products or employment.

SOURCE OF DATA: As given in the directory: "The information has been provided almost entirely by the manufacturers themselves in the form of answers to a questionnaire sent to every known New Hampshire manufacturer.

"Failure to list an active manufacturing establishment may result from any one of three causes: 1) failure by the manufacturer to complete a questionnaire; 2) the expressed request of the manufacturer that his company not be listed; 3) a decision that the company in question is not a manufacturer in the generally accepted sense of the word.

"Conforming to usual practice, sawmills are not included in this directory. Users of this directory who require a listing of sawmills are referred to the "Directory of Sawmills and other Primary Wood Using Industries" published by the New Hampshire Forestry and Recreation Commission. In instances where there is some question about whether or not a given company should be considered a manufacturing concern, such a company has usually been given the benefit of doubt and accorded a listing."

As given to the committee: The basic list is made up from "yellow pages of telephone directories, newspaper clippings and a composite of other sources." No estimate of its completeness is given.

QUESTIONNAIRING: It is stated that a 95% response was obtained prior to publication of the 1961 edition and that this response was over a three month period. It is the practice of the publisher to include non-respondents without identifying them for one edition and it is estimated that three percent of the listings represent such information. It is stated that the number of plants omitted is less than one per cent.

PLANNED CHANGES: None

Information from: Vasilike Kounas, Industrial Assistant.

NEW JERSEY

NEW JERSEY STATE INDUSTRIAL DIRECTORY—(1960-61 edition)

Publisher: New Jersey Industrial Directory, Port Authority Bldg., 111-8th Ave., New York 11, N.Y. Price: \$30.00. Date Received: 12/1/60. Frequency: Biennial—Next April 1962.

FORMAT: Basic information is in a county-city-alpha listing which gives names of executives, the number of male and female employees (split to show office workers and plant workers separately), a verbal description of products plus multiple SIC designation in most cases. Zone numbers are included. The product index is unrelated to SIC and does not give employment, and the alpha index simply contains name, city and county. The listings contain all sorts of units including contractors, truck lines, air lines, etc.

SOURCE OF DATA: As given in the directory: Appreciation expressed to various state agencies their many friends in industry, the New Jersey Manufacturers Association and all other groups.

As given to the committee: "Initially, all firms must fill out a free listing form. Constant contact keeps data up-to-date." Estimated completeness of the basic list is 97%.

QUESTIONNAIRING: It is stated that responses were obtained during a period of four months, but no figures are given as to the percentage of response. It is stated that in case of non-response they: "Make a personal contact by phone or field representative." No estimates are given as to listings included without response or as to plants omitted.

PLANNED CHANGES: Beginning with 1962, the publication will be an annual one and at the same time, the publisher will institute a "new business service" and will offer market surveys, special reports, and mailing list compilation.

New Jersey State Industrial Directory (1962 edition; \$30)

This edition is said to include "approximately 3000 additional manufacturers." Directory states: "To make room for this sizable addition, without increasing the price of the directory, we have had to eliminate FREE listings of many service and unrelated jobbing concerns. (Those that are currently listed had to pay a modest charge for the first time since the directory began at the turn of the century.)"

Telephone area code is given for each town.

NEW MEXICO

THE 1961 DIRECTORY OF NEW MEXICO MANUFACTURING AND MINING

Publisher: Industrial Div. New Mexico Dept. of Development, Bureau of Business Research, University of New Mexico, 1821 Roma, N.E. Albuquerque, New Mexico. Price: \$5.00. Date Received: 4/61. Frequency: Biennial.

FORMAT: Basically in city-alpha order with verbal descriptions of products supplemented by multiple SICs, (1957) employment in groups, floor area, and sometimes equipment installed in the plant. Mining is listed separately. The name of the manager of the operation is given. This is supplemented by an alphabetic four digit product listing which contains no employment data. Some misclassification, particularly natural gasoline in 2911. It is claimed that this directory includes 1,135 (1958 census shows 665) manufacturers and 245 mining firms.

SOURCE OF DATA: As given in the directory: "Several sources of information were tapped in compiling the company listing. Chambers of Commerce through their managers and clerical staffs supplied data on new firms and verified local listings. Data were also collected from various governmental agencies, business directories, etc."

As given to the committee: "Previous directory listings surveyed, D & B, Chambers of Commerce, telephone directories, news clippings." Completeness of the list is estimated at 95%.

QUESTIONNAIRING: It is stated that a 75% response was obtained in a two-month period and that listings are omitted "if firm no longer operates." There is no indication of whether this latter phrase means that the 25% who did not reply are eliminated, or whether further checking of some other kind is done.

Information From: Richard A. Bittman, Industrial Research Analyst Department of Development.

NEW YORK

INDUSTRIAL DIRECTORY OF NEW YORK STATE—(1958)

Publisher: State of New York, Department of Commerce, Albany, N.Y. Price: \$45.00. Date Received: 4/6/59. Frequency: No plans for a new edition.

FORMAT: Basically this directory is in product order by four-digit

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(1945) SIC. Under each product there are two alphabetic lists, one for New York City and one for all outside New York City. There are multiple listings for additional products, cross-referenced to the main listing. There is included an alphabetic index cross-referenced to the SIC of the principal product. For plants outside New York City there is a section by two-digit within county. Employment is indicated in ten steps from "1 to 9" to "5,000 and over," plus an "X" where employment is not known. In addition in some cases actual number of employees is given, divided into male and female. Some of the listings include postal zones.

The directory includes main offices where they are in other than plant locations, and gives primary listings under the main office. Main offices without plants at the same location are supposed to be coded "MO," and the main offices, if there is a plant, coded "MOP." This is by no means always accurate; for example, Esso at 15 West 51st Street (Rockefeller Center) is coded MOP. Directory claim 45,000 listings; 1958 census figure is 48,524.

SOURCE OF DATA: As given in the directory: "The Division of Employment of the New York State Department of Labor made its list available."

As given to the committee: The Employment Security records of the state furnished the basic list for this directory. No estimate of the completeness of this list is given.

QUESTIONNAIRING: It is indicated that a 65% response was obtained during a six-month period. In case of non-response, publisher states practice as "Modify old listings; delete name of executives and employment. For firms not previously listed, only name and address are included." It is indicated that these listings are carried "as long as firm is known to be in existence" and that the listings in this category for the current directory amount to 15 to 20%.

PLANNED CHANGES: In response to a letter to Governor Rockefeller, we received a letter signed by Donald Davenport, Department Commissioner, Department of Commerce. He says: "The last Industrial Directory was published by this Department in 1958. Our present plans do not contemplate printing a revision in the immediate future. As you undoubtedly know, a number of special purpose industrial directories have appeared which to some extent duplicate the information which is contained in our directory."

This is one of two states which have no fairly up-to-date directory and plan none. The other is Hawaii.

NORTH CAROLINA

NORTH CAROLINA DIRECTORY OF MANUFACTURING FIRMS —(1960—Supplement in 1962)

Publisher: Div. of Statistics, North Carolina Dept. of Labor, Raleigh, N.C. Price: \$5.00. Date Received: 6/60. Frequency: Every 4 years.

FORMAT: Contains an alphabetic section, an industry section and a county-alpha section, all of which have an employee indication in eight steps from "0 to 50" to "over 2500." No postal zones given in Charlotte. There is no verbal description of products, but simply the four-digit SIC number. It is indicated that there are included in this directory listings of 5,400 manufacturing establishments. The 1958 Census figure for the state indicated 7,289 establishments.

SOURCE OF DATA: As given in the directory: "All available sources—government departments, chambers of commerce, city and telephone directories, newspapers and trade publications—were checked."

As given to the committee: Basic list comes from "previous listings plus inspector reports plus information from county, Chamber of Commerce, or Development Commission." Estimated completeness of the list is 90%.

QUESTIONNAIRE: A 95% response was obtained in a five-month period. Non-respondents may be included without identification or omitted and no explanation is given as to the criteria which would control. It is estimated that 8% of the manufacturing plants in the state are not included.

PLANNED CHANGES: None

Information from: W. L. Strickland, Director, Statistical Division.

NORTH DAKOTA

DIRECTORY OF NORTH DAKOTA MANUFACTURERS—(1961)

Publisher: Economic Development Commission, Capitol, Bismarck, N.D. Price: \$3.00. Date Received: 4/61. Frequency: Biennial.

FORMAT: Three sections in alpha, city-alpha, and four-digit SIC alpha, each of which lists street address where needed; a rather sketchy verbal description of products and an employment code in four steps from "under 25" to "over 100 employees." The SIC

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system is not followed very faithfully and quite a few types of companies not included in manufacturing are listed in the directory. Among others, seed processors, advertising agencies, optical and dental laboratories, grain elevators, etc., are included.

SOURCE OF DATA: As given in the directory: No information. As given to the committee: "We use telephone books and prior to publication send tear sheets of earlier editions to all communities." The estimate of completeness of this list is 90%.

QUESTIONNAIRING: None is done.

PLANNED CHANGES: None

Information from: William Duke, Jr., Assistant Director of Research.

OHIO

DIRECTORY OF OHIO MANUFACTURERS—(1960)

Publisher: Dept. of Industrial Relations, Div. of Labor Statistics, Columbus 15, Ohio. Price: \$5.00. Date Received: 12/60. Frequency: Annual—Next Late 1961.

FORMAT: SIC (1957) alpha with the same information repeated in County-SIC-alpha. The alphabetic index cross-references to the SIC number, and there is a city-county index included. No zone numbers given. It gives employment in numbers of male and female workers. No verbal descriptions of products. Includes statistical tables. Now has 12,319 listings, a reduction of some 300 since the 1958 directory. The U.S. Census of Manufacturers showed 14,434 plants.

SOURCE OF DATA: As given in the directory: No information. As given to the committee: The list results from a mandatory report and estimates 99.5% completeness.

QUESTIONNAIRING: It is stated that the questionnaires used for the 1960 edition resulted in a 97.5% response during a four-month period. Non-respondents are omitted but no estimate of the number is given.

PLANNED CHANGES: None

Information from: H. C. Dougan, Assistant Chief, Department of Industrial Relations.

OKLAHOMA

DIRECTORY OF OKLAHOMA MANUFACTURERS—(1959)

Publisher: State of Oklahoma, Dept. of Commerce & Industry, P.O. Box 3327, State Capitol Station, Oklahoma City, Okla. Price: \$2.50. Date Received: 8/18/59. Frequency: Biennial—Next June 1961 (not received 12/31/61).

FORMAT: The basic sections are alphabetic and city-alpha with same information in each. This includes an employee code in ten steps from "1 to 4" to "1,000 and over," verbal product descriptions, street addresses, but not postal zones. Some nonmanufacturing operations—natural gasoline, cotton gins, seed companies—are included. There is a product index unrelated to SIC and containing no addresses or employee data.

SOURCE OF DATA: As given in the directory: It is stated that each community was provided with a tentative list of manufacturing firms and asked to verify and correct it. These were then listed and returned to the "Community" for checking.

As given to the committee: The list for the next edition will be made up from "Dun & Bradstreet, telephone directories, city directories, and our own office records. Also, charter lists from Corporation Commission, news notes, Chambers of Commerce, etc." It is estimated that the list will be 97% complete.

QUESTIONNAIRING: Questionnaires prior to the current edition drew a 75% response over a six-month period. Non-respondents were contacted by telephone or personal calls and those from whom no information was obtained were included in the directory. It is estimated that 20% of the listings fall into this category. It is also estimated that 25% of the plants in the state were not included in the directory.

PLANNED CHANGES: Specific number of employees will be included instead of the ranges used in the past, except in those cases where three or fewer employees are present. SIC numbers will be used, though it is not stated in which section. Number of employees will be listed only in the geo-alpha grouping.

Information from: Jerry Thompson, Ind'l. Dev. Tech., Department of Commerce & Industry.

OREGON

1961 DIRECTORY OF OREGON MANUFACTURERS AND BUYER'S GUIDE

Publisher: Department of Planning and Development, 720 State Office Bldg., Portland, Oregon. Price: \$2.00. Date Received: 8/14/61. Frequency: Biennial.

FORMAT: Basic listings are alphabetic within four-digit SIC headings. Plant is listed under each classification in which products are manufactured and minor products cross-referenced to the major product. The listing under the major product heading gives complete information. Cross-reference listings show only the company name, the city, and the specific product which occasioned cross-reference. Major product listings give, in addition, the street address, the name of an individual, a verbal description of all products together with SIC numbers and an employment figure. An asterisk preceding the company name indicates that information was not provided by the company "but came from various public sources." If information was obtained from a questionnaire and employment was not revealed, this is indicated by NR in the listing. In addition to this listing, there are two indexes, one showing all companies in alphabetic order and one listing plants by city within county. Neither of these sections gives employment or address. Each listing simply refers to the four-digit SIC under which the major listing of the plant appears. An index locating Oregon cities by county is included. The Directory, in its Foreword, claims that "approximately 5,000 manufacturing plants" are included. This would furnish a very good match for the 1958 Census figure of 5,025.

SOURCE OF DATA: As given in the directory: No information published.

As given to the committee: The Department of Planning and Development has a partial list of manufacturers which is obtained from an unidentified state agency. The list is claimed to be 90% complete.

QUESTIONNAIRING: According to the publisher, questionnaires were sent to all on the basic list and drew a 60% response during a two-month period. Non-respondents are included for two editions (four years) and it is estimated that the 1961 edition has 30% of its listings in this category and that 10% of the plants in the state are omitted. As mentioned above, an asterisk identifies plants from which answers were not received. The directory indicates

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that some of the listings are executive offices rather than manufacturing plants and all such listings are said to be identified. It would appear therefore, that the apparent match of numbers indicated above, is not an indication of complete accuracy.

PLANNED CHANGES: This 1961 Directory is completely changed from the previous one. No additional changes are planned for future editions.

Information from: John L. Denny, Information Consultant, Department of Planning and Development.

PENNSYLVANIA

1959 INDUSTRIAL DIRECTORY OF THE COMMONWEALTH OF PENNSYLVANIA

Publisher: Bureau of Publications, P.O. Box 41, Harrisburg, Pa. Price: \$7.50 (next issue (3/62) \$10). Date Received: 4/16/59. Every three years, supplements annually.

FORMAT: Two sections, first county-product-alpha, and second, product-alpha in 1957 four-digit SIC terms. No verbal description of product. Number of employees given. A separate alphabetic index is available, free, cross-referencing company name to SIC.

Plant street addresses are given in Philadelphia only. In other counties only the name of the town is given. Even in Philadelphia the postal zone is not indicated. The office address—the place where annual census forms are mailed—is always given. This may be either in or out of the State. If there exist two plants of the same company in a single city, a total employment figure is given, but is identified as representing two plants. Listings include mining operations.

SOURCE OF DATA: As given in the directory: Results from 1957 Industrial Census (mandatory).

As given to the committee: Data for the 1962 issue are being gathered during 1961 based on 1960 business.

QUESTIONNAIRING: It is claimed that for the last edition, 100% response was obtained during nine months. Thus, there are no omissions or listings without new information.

PLANNED CHANGES: The coming edition will be 8½ x 11 with two columns of information per page. It will include an alphabetic index in addition to the sections above noted. It is stated that

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street addresses will be included in the product and county product sections. This change certainly will increase the usability of the directory.

Information from: Kenneth W. Masters, Directory, Bureau of Statistics.

Pennsylvania Industrial Directory (1962 edition; \$7.50)

The information in this directory is from the mandatory Census for 1960. One advance and one decline are evident in this edition. On the favorable side, for the first time this edition contains street addresses for plants in all cities in addition to the address of the home office. In past editions, plant addresses were given only on the city of Philadelphia.

Unfortunately, the directory does not include an alphabetic index of manufacturers which the Committee had been advised would be included. Moreover, a letter from the Department of Internal Affairs states that there will be no alphabetic index this year but offers for sale copies which still exist of the 1959 alphabetic directory. It hardly seems probable that an alphabetic index to a directory published two years ago will be of any use in working with a directory published in 1962.

RHODE ISLAND

RHODE ISLAND DIRECTORY OF MANUFACTURERS—(1961)

Publisher: Rhode Island Development Council, State House, Providence 2, R.I. Price: \$2.00. Date Received: 4/61. Frequency: Biennial (next 1963).

FORMAT: City-alpha within product groups which are said to correspond with two-digit SIC. (The 1945 manual has been followed, with fair accuracy.) There is included an alpha index and a separate list of "Commercial Establishments and Work Shops Employing Five or More Persons." Employment is given by a code in five steps from "0 to 49," to "500 and over." No postal zones. Product descriptions in individual listings are fair, but the class in the product groupings often does not coincide with the descriptions of the activity. For example, plastic molders and some machine shops are listed under "Jewelry." New listings are indicated by an asterisk.

SOURCE OF DATA: As given in the directory: No data published.

As given to the committee: Basic list comes from Employment Security data and "other sources."

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QUESTIONNAIRING: An 80% response to questionnaires was obtained during 18 months. Publisher also gets "telephone clearance." There is no estimate of the omissions or listings not resulting from current information.

PLANNED CHANGES: Publisher states that no changes are planned. As noted above, the 1945 SIC manual is still being used. It certainly is to be hoped that the new SIC will be used in 1963, even though on a two-digit basis.

Information from: Raymond E. Borden, Sr. Industrial Specialist.

SOUTH CAROLINA

INDUSTRIAL DIRECTORY OF SOUTH CAROLINA—(1962 edition)

Publisher: South Carolina State Development Board, Columbia, S.C. Price: \$5.00. Date Received: December 13, 1961. Frequency: Biennial.

FORMAT: The basic section is in county-city-alpha with verbal description of the products. No street addresses are given in this or any other section. This section does include the name of a company official and employment in varying steps with no set ranges. There also is an alphabetic list of plants again with verbal description of products and with city and county locations indicated, but no employee data. The product section is not related to SIC. The directory includes mining and other nonmanufacturing activities such as freezer-locker plants, utilities, etc. A special and very complete list in the product section gives a great deal of information about sawmills including type of operation, classification of wood used, etc. In this one industry, street address is included.

SOURCE OF DATA: As given in the directory: Acknowledgment is made to the State Department of Labor, local Chambers of Commerce, development boards, banks, utilities, as well as to manufacturers and processors of the state. Special credit is given to the State Forestry Commission for the sawmill data and to Clemson College for data on agriculture.

As given to the committee: The basic list is made up from "previous industrial directories of this department; Department of Labor annual reports, and information furnished by local Chambers of Commerce and Development Boards." Newspaper announcements and "other sources" are also used. It is estimated that the list is 100% complete.

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QUESTIONNAIRING: Apparently no questionnairing of individual plants is done. It is stated that "pages from the 1957 industrial directory were sent with covering letter requesting this list be revised by local Chambers and Development Boards." A 100% response was obtained to these letters.

Information from: Walter W. Harper, Director.

SOUTH DAKOTA

MANUFACTURER'S DIRECTORY FOR SOUTH DAKOTA

Publisher: South Dakota Industrial Development Expansion Agency, State Office Bldg., Pierre, So. Dak. Price: \$1.00. Date Received: 8/2/60. Frequency: "No specific interval."

FORMAT: The directory is in three sections, alphabetic, alphabetic by city, and products based on 1945 SIC. Each listing gives employee code and includes complete address as well as verbal description of products. The employee code runs from "under 25" to "over 1000" in five steps. If information about employment was not furnished an asterisk is used to so indicate.

The directory is not confined to the strict definition of manufacturing but includes such things as locker plants, hatcheries, grain elevators, dental and optical labs., etc. It is stated "The definition of a manufacturing firm is frequently a very complex problem. For example, a feed elevator could possibly be a retail or storage business on the surface and, also, be manufacturing or milling feed as another part of its business. This creates a problem in determining whether this firm be listed as a retail outlet or a manufacturing plant. In this particular instance, we have classified the elevator as a manufacturing establishment. In order that industrial classification be as accurate as possible, we have utilized the Standard Industrial Classification Manual of the U. S. Bureau of the Budget."

SOURCE OF DATA: As given in the directory: The following statement is made: "In order to have the most accurate information possible, all known South Dakota manufacturing firms were contacted and asked to submit answers to a questionnaire. After these were returned, they were compiled in listings by cities. This city listing was then sent to the local Chamber of Commerce for verification and correction of any omissions or errors. The information, then, is as complete as these combined sources can make it." As given to the committee: "Starting with old list, deletions and

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additions are made through local contacts." A 90% completeness for this list is estimated.

QUESTIONNAIRING: It is stated that questionnaires are mailed, but no information is given about the response. In case of non-response, the listing is omitted and it is estimated that 10% of the plants are not included.

PLANNED CHANGES: None

Information from: Robert H. Miller, Research Director.

Directory of South Dakota Industries (1962 edition; price not stated)

The 1962 edition has been renamed (formerly "Manufacturers Directory for South Dakota"), more nearly matching the actual content, which is not limited to manufacturing plants in the strict meaning of that term. The same three sections are published, but the following changes have been made:

1. New edition uses 1957 SIC Manual for arrangement of product section, which provides multiple listings. Application of codes is not always consistent with the Manual.
2. Employment is shown in numbers rather than by code. If information is not available, "N.A." is used.

TENNESSEE

DIRECTORY OF TENNESSEE INDUSTRIES—(1959-60)

Publisher: Tennessee Department of Conservation and Commerce, Industrial and Development Comm., 231 Cordell Hull Bldg., Nashville, Tenn. Price: \$5.00. Received: October, 1960. Frequency: "Approximately 3 year intervals." Next late 1962.

FORMAT: In city-alpha order gives name of executive, verbal description of products, employment either in numbers or in code having seven steps from "under 25" to "over 1500." Includes an alphabetic index and one in terms of the SIC. No employment data or address in either. Postal zone numbers are included in the main listings.

SOURCE OF DATA: As given in the directory: Acknowledgment to Chambers of Commerce, civic organizations, public officials, etc.

The directory states: "An asterisk immediately preceding the firm name in the LISTING BY LOCATIONS section indicates that cur-

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rent information was not furnished. Listing from 1957 Edition is repeated." An examination of the listings, however, indicates that none of them are preceded by an asterisk.

As given to the committee: List comes from "previous directory and reports of new industries and community sources."

QUESTIONNAIRING: It is stated that response to questionnaires was 75% in six months. In case of non-response, they "have local Chambers of Commerce obtain information." If still no information is obtained, the listing is included and it is estimated that there are 5% of the listings in this category.

Information from: Walter A. Long, Executive Assistant.

TEXAS

DIRECTORY OF TEXAS MANUFACTURED"—(1961)

Publisher: Bureau of Business Research, The University of Texas, P.O. Box 8031, Austin 12, Texas. Price: \$12.00. Date Received: 3/61. Frequency: Annual—Next Jan. 1962.

FORMAT: City-alpha with an alpha index. Index lists home office and locates plants if at different addresses; main listing is of plants only and includes verbal description, plus SIC for each product. Gives mailing address if different than location. Postal zones are given. Includes a county-city cross-reference. Directory also has an SIC-Alpha (1957) listing with certain omissions and additions. The employment is coded from "under 8" to "5,000 and over" in nine steps. On the whole, application of SIC is good. Publisher offers special listings or sets of tabulating cards "at cost."

SOURCE OF DATA: As given in the directory: "Each chamber of commerce was sent the listing for its city, and replies were received from every chamber, almost without exception. In towns where no chamber exists, the town bank was contacted, and much information on new firms was received from this source. The newspapers and industrial and commercial publications of the state were checked for information on new manufacturing plants. Extensive use was made of the Bureau telephone book file in verifying addresses."

As given to the committee: List comes from "Chambers of Commerce; lists and directories published by trade associations; newspaper and magazine articles; questionnaires to the firms already listed." Regarding completeness, it is stated "100% is our aim. Ac-

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tually it's always somewhat less but is probably over 95% complete."

QUESTIONNAIRING: Questionnaires are sent to all companies and 87% response was obtained in four months according to correspondence. In the case of non-response, listing is carried without identification "so long as Chamber of Commerce will verify them, otherwise for one edition." It is estimated that 10% of the listings fall in the category "but less than 1% have not been verified by some means." The other means of verification is by the Chamber of Commerce and current telephone books.

Information from: Marie Fletcher, Research Associate.

Texas Manufacturers (1962 edition; \$15)

Format and content appear to be exactly the same this year as last. It is stated that for the 1962 edition response to questionnaires was 75% as compared to the 87% which was claimed for the previous edition.

UTAH

DIRECTORY OF UTAH MANUFACTURERS—(1961)

Publisher: Utah Committee on Industrial & Employment Planning & Utah Dept. of Employment Security, 174 Social Hall, Salt Lake City, Utah. Price: Free. Date Received: 2/61 Frequency: Biennial.

FORMAT: Alphabetic within four digit, (1957) SIC with alphabetic index. County-alpha index. No verbal product descriptions. No postal zones. Number of employees, in groups, given in main listing.

SOURCE OF DATA: As given in the directory: The basic list comes from the employment security records. No estimate is given as to completeness. The directory states "consequently there's a possibility that some manufacturing activity in the state may not be included."

As given to the committee: Same

QUESTIONNAIRING: None

PLANNED CHANGES: None

Information from: W. C. Palfreyman, Director.

VERMONT

DIRECTORY OF VERMONT MANUFACTURERS PRODUCTS— (1959-60)

Publisher: State of Vermont, Development Commission, State Office Bldg., Montpelier, Vermont. Price: Free. Date Received: 8/28/59. Frequency: Biennial; Next Sept. 1961.

FORMAT: Alphabetic with a verbal description of products, the name of an executive, and an employee code in eight steps from "0 to 14" to "over 500." Listings include quarries. Product index and city-alpha listing give no street address or employment data. Includes a separate list of sawmills.

SOURCE OF DATA: As given in the directory: No data

As given to the committee: Basic list comes from employment security records supplemented by personal contact and direct mail. Estimate of completeness is 95%.

QUESTIONNAIRING: None is done. However, it is stated that non-respondents are carried in the directory indefinitely and the estimate of the number of listings not resulting from new information is given as 90%. It is to be hoped that this means that 90% are new and that the question was misunderstood.

PLANNED CHANGES: None

Information from: R. R. Vantour, Director, Industrial Development.

**Directory of Vermont Manufactured Products (1961-62-63 edition;
price not stated)**

No changes in content or format have been made.

VIRGINIA

DIRECTORY OF VIRGINIA MANUFACTURING & MINING— (1961-62)

Publisher: Virginia State Chamber of Commerce, 111 North Fifth St., Richmond 19, Va. Price: \$6.00. Date Received: December 13, 1961. Frequency: Biennial.

FORMAT: The basic section is in alphabetic order. It includes name, street address, city, number of employees and 4-digit SIC code, as well as the names of one or more executives. No verbal product description is given. In addition, there is a geographic section in which each company is identified by name and multiple

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SIC numbers, but no address or employment data are given. A third section lists companies, alphabetically under SIC designations. This gives only city location of the plant, and the number of employees. It does not include a verbal description, nor does it give a street address of the plant in Virginia. It does, however, have the street location of the main office if it is out of the state. The directory includes a map of Virginia, and a geographic classification keys each city to the map grid-numbers to show its location.

SOURCE OF DATA: As given in the directory: "Compiled biennially on basis of questionnaires sent to all known manufacturing and mining concerns in the state." It is stated that the directory includes firms employing 15 persons or more "except where certain vital and essential manufacturing operations normally are smaller." Appreciation is expressed to a variety of organizations including the Virginia Employment Commission and the Research and Statistical Division of the Virginia Department of Labor and Industry.

As given to the committee: The list is considered 90% complete, but no information about its origin is available.

QUESTIONNAIRING: Questionnaires are sent to all. Estimated return is 90%. In case of non-response to three questionnaires, publisher phones or asks assistance of local Chambers. It is estimated, however, that 10% of the plants in the state are omitted though it is stated that "Few if any substantial firms (25 or more) are omitted."

PLANNED CHANGES: None

Information from C. H. Whiteman, Director, Industrial Development.

WASHINGTON

DIRECTORY OF WASHINGTON STATE MANUFACTURERS— (1961)

Publisher: Department of Commerce and Economic Development, Business and Economic Research Div., Olympia, Wash.
Price: \$10.00. Date Received: 6/6/61. Frequency: Biennial—
Next April 1963.

FORMAT: This directory is a great advance over previous publications. It is in two sections; one by product with an index organized roughly in accordance with the 1945 SIC manual. This section does not include verbal description of the products. The second sec-

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tion, in city order, does have verbal descriptions and also includes the name of an executive. In both sections a code for employment, indicating average and peak employment, is in nine steps paralleling the U. S. Census grouping; code also indicates whether the plant is the main plant or a branch plant. The geo-alpha listing also includes information about branch or affiliated plants in each appropriate listing. Directory lists more than 4500 manufacturers (1958 Census—5,065).

SOURCE OF DATA: As given in the directory: "Acknowledgements for cooperation and assistance in the compiling of this material are gratefully extended to the Managers of the State's local Chambers of Commerce; the Seattle Area Industrial Council; the Seattle City Light Company; the Puget Sound Power & Light Company; the Washington Water Power Company; and the Washington State Employment Security Department. While most of the records of the State Employment Security Department are by necessity confidential that department's awareness of Washington's business activity and industrial classification matters was made completely available to us and represented a tremendous assist."

As given to the committee: Basic list comes from the Employment Security records of the state.

QUESTIONNAIRING: An 80% response was obtained in a four month period and publisher states that Chambers of Commerce aided in collecting information on another 15%. Five percent have been listed without new information and in these cases, the employee code is zero. Many additional plant names appear, preceded by an asterisk. These are organizations of which only the name is known.

Information from: Keith E. Yandon, Manager, Business and Economic Research Division.

WEST VIRGINIA

WEST VIRGINIA INDUSTRIAL DIRECTORY—(1961)

Publisher: West Virginia Economic Development Agency, Charleston, West Virginia. Price: Free. Date Received: 6/61. Frequency: Annual—Next January 1962.

FORMAT: This is the first directory West Virginia has published since 1953 and is a much better organized job than the previous one. It is intended to cover: "Only industries having twenty-five or more employees located in or adjacent to all incorporated communities in the State, as well as those plants of significance in unincorporated areas." Basically, it is in two sections; one city-alpha and the other, industry classified by two digit SIC. There is included an alpha index. The two first mentioned sections contain company name and a verbal product description as well as the number of employees, where that is available. Only the product section lists street addresses. In Wheeling, employment is in groups rather than in numbers and presumably was obtained from the Chamber of Commerce directory for that city.

SOURCE OF DATA: As given in the directory: "We are grateful to various officials of Municipalities, Railroads, State Departments and all others for their cooperation.

As given to the committee: The list comes from "Chambers of Commerce, utilities, railroads, direct contact and community surveys" and is estimated to be 85% complete.

QUESTIONNAIRING: No individual plants were questionnaired.

PLANNED CHANGES: None

Information from: L. E. Ward, Jr., Executive Director.

Directory of West Virginia Business & Industry (1962 edition; \$3)
Published by:

West Virginia Department of Commerce
State Capitol
Charleston, W. Va.

This edition is considerably more complete than was the one preceding it. It is intended to cover all manufacturers rather than only those with more than 25 employees.

Basic arrangement remains unchanged. Street addresses are in-

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cluded in the geographic, as well as the product section. Employment is shown in coded form, with six classifications from "0-25" to "over 500" employees.

WISCONSIN

CLASSIFIED DIRECTORY OF WISCONSIN MANUFACTURERS— (1961)

Publisher: Wisconsin Manufacturers' Association, 324 E. Wisconsin Ave., Milwaukee 2, Wis. Price: \$16.00. Date Received: 10/61. Frequency: Annual, Next October, 1962.

FORMAT: City-alpha with names of officials, location of home office, brand names; well cross-referenced to other plants of the same company. Gives postal zones. Also includes a product index (non-SIC), an alpha index, brand name index, a cannery list which duplicates the main product list. There is a city-county cross-reference.

Employment is given in terms of male and female employees. Normally all Wisconsin employment and all products manufactured are listed at the main plant with no data given for the branch plants.

SOURCE OF DATA: As given in the directory: "The contents of this directory have been compiled from sources which we believe to be accurate."

As given to the committee: The basic list comes from "utility lists, member information, trade associations." No estimate of completeness is given.

QUESTIONNAIRING: An 85% response was obtained in eight months. In case of non-response, only name and address of the company is listed and it is estimated that 10% of the listings give no information other than this.

PLANNED CHANGES: None

Information from: Pansy C. Suitor, Directory Department.

WYOMING

WYOMING DIRECTORY OF MANUFACTURING AND MINING— (1961)

Publisher: Wyoming Natural Resource Board, 215 Supreme Court Bldg., Cheyenne, Wyoming. Price: Not known. Date Received: 6/61. Frequency: Biennial.

FORMAT: Alphabetic within product groups, unrelated to SIC. Includes mining; lists executives, number of employees, and gives a verbal description of products.

SOURCE OF DATA: As given in the directory: "Compilation of information was based upon the original directory compiled in 1956, republished in 1958 and added to and enlarged with the co-operation of other Wyoming state departments and chambers of commerce throughout the state in 1959."

As given to the committee: Basic list comes from "own research and University of Wyoming research." No estimate of completeness is given.

QUESTIONNAIRING: None is done, but they "contact local Chamber of Commerce or mayor so that they can get local information."

PLANNED CHANGES: None

Information from: Charles Sargent, Board Secretary.

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